



# TRADE NEWS

3-X-H

June 2, 1958

NEW AND RENEWED BUSINESS--TOTALING \$13,000,000 IN GROSS BILLINGS--  
PLACED BY PROCTER AND GAMBLE FOR NBC-TV NETWORK DAYTIME PROGRAMS

- - -

P & G Orders Boost Network's Gross May Sales to Almost \$24,000,000

The Procter and Gamble Company has placed new 52-week orders with the NBC Television Network for major advertising schedules in two of the network's new afternoon dramatic serials and also has renewed, for another year, its extensive schedules in three other daytime programs, all totaling \$13,000,000 in gross billings.

Announcement of the purchases was made today by Walter D. Scott, Vice President, Television Network Sales, for the National Broadcasting Company.

The Procter and Gamble orders climax a month of intensive daytime sales activity and bring to almost \$24,000,000 in gross advertising revenue the daytime business placed with the NBC-TV Network during May. Announced earlier were purchases by eight advertisers totaling \$10,500,000.

All the Procter and Gamble orders are effective July 1. The new purchases call for the sponsorship of three quarter-hour segments a week in "Today Is Ours" (to be telecast Monday through Friday, 3 p.m., EDT, starting June 30) and four quarter-hour segments

(more)



2 - Procter and Gamble

a week in "From These Roots" (to be telecast Monday through Friday, 3:30 p.m., EDT, starting June 30).

The renewal orders call for Procter and Gamble to continue sponsorship of a daily quarter-hour segment of "Tic Tac Dough" (telecast Monday through Friday, 12 noon, EDT); a daily quarter-hour segment of "Queen for a Day" (telecast Monday through Friday, 4 p.m., EDT), and two quarter-hours a week of "It Could Be You" (telecast Monday through Friday, 12:30 p.m., EDT).

Procter and Gamble's new orders were placed through Benton and Bowles, Inc., and the renewals through Dancer-Fitzgerald-Sample, Inc.

The advertisers placing daytime orders earlier this month included Pillsbury Mills, Inc.; the Alberto-Culver Company; Chesebrough-Pond's, Inc.; the Mentholum Company; Standard Brands, Inc., and Miles Laboratories, Inc., all of whom purchased campaigns on the NBC-TV Network's Monday through Friday programs. Others were General Mills, Inc. -- which will sponsor "The Wheaties Sports Page" on various afternoons -- and the Continental Baking Company -- which has renewed, for another year, its half-sponsorship of "The Howdy Doody Show" (Saturdays, 10 a.m., EDT).

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NBC-New York, 6/2/58







# NBC COLOR TELEVISION NEWS

June 2, 1958

STORY OF "KILLER'S CHOICE" TO MARK PREMIERE  
OF "KRAFT MYSTERY THEATRE" JUNE 11

"Kraft Theatre" will become the "Kraft Mystery Theatre" starting Wednesday, June 11 (NBC-TV Network colorcast, 9 to 10 p.m., EDT).

On that date, a dramatization of Evan Hunter's "Killer's Choice" will launch a new live series of mysteries each an adaptation of a work by a popular author.

"Killer's Choice" stars Michael Higgins, Staats Cotsworth, Joanne Linville, Martin Rudy and Joan Copeland. Others in the cast are Peggy Conklin, Arthur Mallet, Robert Mandin, George Maharis, Robert Dowdell, Karl Light and Irene Cowan.

In "Killer's Choice," a gunman kills a beautiful young divorcee in the liquor store where she works. As police unravel the mystery, they discover the victim had been a many-sided character. No two people saw her in the same light. Few agreed on whether she was a devoted wife and mother, or a slattern who had no time for her family.

Alvin Boretz adapted "Killer's Choice" for TV. Paul Bogart will direct.

"Kraft Mystery Theatre" is sponsored by Kraft Foods Company, through J. Walter Thompson Company. It is produced by Talent Associates.

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## TRADE NEWS

June 2, 1958

'IT COULD BE YOU' TO HAVE WEDNESDAY NIGHT SUMMER TIME-SPOT

"It Could Be You," NBC-TV Network show of surprises, will be presented Wednesday nights (10 p.m., EDT) during the Summer starting June 25, in addition to its daytime telecasts. The Wednesday night series will take the time-spot of "This Is Your Life."

(The daytime "It Could Be You" programs are now scheduled Monday through Friday, 12:30 p.m., EDT, and will be colorcast beginning June 30.)

The Wednesday, 10-10:30 p.m., EDT, time period is sponsored by Procter and Gamble through the Compton Advertising Agency.

The half-hour audience-participation show will have a format similar to the daytime series, but will use more remotes, taking its cameras to many parts of the country in search of surprises.

On the nationwide program, individuals in the studio audience -- as well as viewers throughout the country -- are selected in advance, but without their knowledge, for some stunt in connection with their background or activity.

(more)





Six or seven of these stunts will be staged every Wednesday night, including comedy, reunions, anniversary gifts and greetings, and a reunion quiz at the end of the show. In the latter stunt, one of three individuals chosen from the studio audience is reunited "with a loved one" after trying to guess who is the "Mystery Figure" behind the curtain.

Well-known guest stars will also make frequent appearances on the show, but their identity will not be revealed until broadcast time so that unsuspecting contestants will be surprised.

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NBC-New York, 6/2/58





# TRADE NEWS

June 2, 1958

## 'JOSEPH COTTEN SHOW' TO OFFER DRAMAS WITH TOP STARS

A series of filmed dramas featuring top stars of Broadway and Hollywood will be presented on "The Joseph Cotten Show" Saturday nights, June 14 through Aug. 30 (NBC-TV Network, 10:30 p.m., EDT).

These shows are re-runs of the original "Joseph Cotten -- On Trial" series. Joseph Cotten will be the narrator each week and will star in several of the dramas.

The program will be sponsored by Hit Parade Cigarettes through Batten, Barton, Durstine and Osborn, Inc.; and The Toni Company through North Advertising, Inc., on alternate weeks. "The Joseph Cotten Show" will take the time period of "Your Hit Parade."

Following is the show schedule:

June 14 -- "The Trial of Edward Pritchard" starring Joseph Cotten.

June 21 -- "We Who Love Her" starring Alexis Smith and Kevin McCarthy.

June 28 -- "The Tichborne Claimant" starring Robert Middleton and Gladys Cooper.

July 5 -- "Dog vs. Biddleford" starring Joseph Cotten.

July 12 -- "Death in the Snow" starring Keenan Wynn and Hoagy Carmichael.

(more)





2 - 'Joseph Cotten Show'

- July 19 -- "The Deadly Chain" starring Dan O'Herlihy,  
Patrick O'Neal and Joanne Gilbert.
- July 26 -- "The Trial of Mary Suratt" starring Joseph  
Cotten.
- Aug. 2 -- "The Law Is for Lovers" starring Gene Lockhart  
and Everett Sloane.
- Aug. 9 -- "Case of the Forgotten Man" starring Joseph  
Cotten.
- Aug. 16 -- "Libel in the Wax Museum" starring June Lockhart  
and John Baragrey.
- Aug. 23 -- "Nevada Nightingale" starring Diana Lynn and  
Chuck Connor.
- Aug. 30 -- "Case of the Girl on the Elsewhere" starring  
Joseph Cotten and Kathleen Crowley.

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NBC-New York, 6/2/58





# NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLOR TELECAST SCHEDULE

JUNE 8-14 (All Times EDT)

## Sunday, June 8

7-7:30 p.m. -- NOAH'S ARK.

9-10 p.m. -- DINAH SHORE CHEVY SHOW -- With George Montgomery,  
Miyoshi Umeki, Shirley MacLaine and Steve Lawrence.

## Monday, June 9

3-4 p.m. -- NBC MATINEE THEATER -- "The Sixty-Fifth Floor" --  
starring Hugh Marlowe and Patricia Barry, with Alex Talton,  
Stephen Chase and Hal Riddle.

7:30-8 p.m. -- THE PRICE IS RIGHT -- With Bill Cullen.

## Tuesday, June 10

3-4 p.m. -- NBC MATINEE THEATER -- "The Story of Marcia Gordon."

8-9 p.m. -- THE INVESTIGATOR -- With Lonny Chapman and Howard St.  
John.

## Wednesday, June 11

3-4 p.m. -- NBC MATINEE THEATER -- "Town in a Turmoil."

9-10 p.m. -- KRAFT MYSTERY THEATRE -- "Killer's Choice," by Evan  
Hunter, adapted by Alvin Boretz. (PREMIERE)

## Thursday, June 12

3-4 p.m. -- NBC MATINEE THEATER -- "Washington Square," by Henry  
James.

7:30-8 p.m. -- TIC TAC DOUGH -- With Jay Jackson.

(more)





2 - NBC-TV Network Color Telecast Schedule

Thursday, June 12 (Cont'd)

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- With  
Earl Holliman and Shelley Berman.

Friday, June 13

3-4 p.m. -- NBC MATINEE THEATER -- "Course for Collision."

7:30-8 p.m. -- THE BIG GAME -- A new audience-participation  
program. (PREMIERE)

Saturday, June 14

8-9 p.m. -- THE BOB CROSBY SHOW -- Starring Bob Crosby and  
Gretchen Wyler; the Everly Brothers are guests. (PREMIERE)

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NBC-New York, 6/2/58





# NBC COLOR TELEVISION NEWS

June 2, 1958

CREDITS FOR 'THE INVESTIGATOR,' FULL-HOUR COLORCAST MYSTERY  
SERIES ON NBC-TV NETWORK TUESDAYS (8-9 p.m., EDT),  
STARRING LONNY CHAPMAN AND HOWARD ST. JOHN

PREMIERE DATE: Tuesday, June 3, 1958.

ORIGINATION: "Live," from Brookly, N.Y.

STARS: Lonny Chapman as Jeff Prior -- the  
Investigator -- and Howard St. John  
as Lloyd Prior -- Jeff's father.

CAST: (PREMIERE DATE ONLY) Gretchen Wyler, Gene Lyons, Alan  
Hewitt, John McGiver, Bernard Kates,  
Marjorie Gateson and Kathleen  
Comegys. (Cast varies weekly.)

TELEVISION PLAYS BY: Henry Kane (first week) and various  
authors on subsequent weeks.

DIRECTORS: First two colorcasts to be directed by  
William A. Graham, after which he  
will alternate with Charles Dubin.

ASSOCIATE PRODUCER: William M. Altman

EDITORIAL SUPERVISOR: Richard McCracken

PRODUCTION SUPERVISOR: Ronnie Avedon

(more)





2 - Credits for 'The Investigator'

ART DIRECTORS: Warren Clymer and, alternate weeks,  
Theodore Cooper.

TECHNICAL DIRECTOR: Lawrence Elikann

UNIT MANAGER: Thomas Madigan

ASSOCIATE DIRECTOR: Jane Fox

LIGHTING: Alan Posage

AUDIO: Fred Christie

COSTUMES: Bob Fletcher

MAKEUP: Dick Smith

MUSIC SELECTION: Bern Meyer

PRODUCTION BY: Gomalco Productions, Inc., in  
association with the NBC-TV Network,  
(alternating weekly with Ramrod  
Productions, Inc., in association  
with the NBC-TV Network).

SPONSORS: Liggett & Myers Tobacco Company, the  
Radio Corporation of America and  
the Whirlpool Corporation.

AGENCIES: McCann-Erickson, Inc. for Liggett and  
Myers; Kenyon and Eckhardt, Inc. for  
the Radio Corporation of America and  
the Whirlpool Corporation.

ORIGINATION: "Live" from Brooklyn, N. Y.

PRESS CONTACT: Betty Lanigan (New York).

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NBC-New York, 6/2/58

RECEIVED

1. *Chlorophyll a* (Chl a) is the primary photosynthetic pigment in most plants and algae. It is a green pigment that absorbs light energy in the blue and red regions of the visible spectrum. Chl a is essential for the light-dependent reactions of photosynthesis, where it converts light energy into chemical energy.

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# REPORT ON NOISE

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AND TECHNICAL DESIGN

2000 年 11 月 24 日

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See also: [The new world of work](#)

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"and, oh, friends and acquaintances!"

had advised to maintain all the staff

10-10-1000 1000-1000 1000-1000

THE UNIVERSITY OF CHICAGO PRESS

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FD-35 (Rev. 5-22-64)

ТАРИФЫ 1999



# TRADE NEWS

X-H

June 3, 1958

PREMIERE

'DOTTO'--QUIZ SHOW IN WHICH DOTS FORM A PICTURE--WILL  
HAVE TUESDAY NIGHT TIME-SPOT ON NBC-TV NETWORK  
UNDER SPONSORSHIP OF COLGATE-PALMOLIVE COMPANY

"Dotto," quiz show in which correct answers cause a picture to appear "magically" on a screen, will make its nighttime debut over the NBC-TV Network Tuesday, July 1 (9 p.m., EDT).

Jack Narz, who is emcee of the five-times-a-week daytime "Dotto" on another network, will serve in the same capacity for the weekly Tuesday evening series.

The program is sponsored by the Colgate-Palmolive Company through Ted Bates, Inc., advertising agency.

Successful contestants may win several thousand dollars at a time by a combination of answering questions in a general variety of categories and then identifying the picture on the screen. Here is how it works:

Two persons compete, each with a screen on which are 50 unconnected dots. Neither can see the other's screen but both screens are visible throughout the program to the home-viewing audience.

(more)



Page 1 of 1

SECRET

1. The following information was obtained from a source who has provided reliable information in the past and is being furnished to you for your information.

2. The source has provided information that is being furnished to you for your information.

3. The source has provided information that is being furnished to you for your information.

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17. The source has provided information that is being furnished to you for your information.



First, a category is named and the challenger, depending on his confidence in that field, may choose to answer a question worth five, eight or ten dots. If the reply is correct, that number of dots is connected and the challenger has a chance to guess the subject of the picture partially formed by the linked dots. Then the defending champion goes through the same procedure. If either competitor gives a wrong answer, his selected number of dots is attributed to his rival's picture screen. Identifications are given in writing so that neither contestant will give an inadvertent tip to the other. Both are free, at any point during the program, to press buzzers indicating a decision on identification of a picture.

If there is a tie, the value of scores in the next round is doubled. The winner's payoff in the first round is \$100 per unused dot. Thus, if he can identify the subject of the picture in 20 dots, he receives \$100 apiece for each of the remaining 30 dots. If this situation should arise in a second round, it would pay off at \$200 per dot and in a third round at \$300 per dot.

Home viewers may participate in a separate "Dotto" contest with a subject apart from that used for onstage contestants. Details of the home-viewer contest will be announced during the initial program.

Narz, who began his radio career in 1946, has appeared on numerous radio and television shows originating from the Los Angeles area. "Dotto" is his first assignment originating from New York.

Ed Jurist is the producer and Jerry Schnur the director. "Dotto" is packaged by Frank Cooper Associates.

-----O-----

NBC-New York, 6/3/58

There is a certain amount of evidence...

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with him, and on the other, it is...

it is not connected with the...

subject of the various parties...

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concluded that...

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it seems as if...



## TRADE NEWS

June 3, 1958

### GENERAL FOODS, LEVER BROTHERS AND GROVE LAB ORDERS HIGHLIGHT NBC RADIO NETWORK'S \$3,000,000 NET REVENUE IN SPRING SALES

Highlighted by new orders from the General Foods Corporation, the Lever Brothers Company and Grove Laboratories, Inc., Spring sales on NBC Radio totaling \$3,000,000 in net revenue were announced today by William K. McDaniel, Vice President in charge of NBC Radio Network Sales.

General Foods ordered a campaign for Jell-O effective May 26. The order, through Young and Rubicam, Inc., calls for 36 participations a week in daytime programs on an alternate week basis extending over 36 weeks.

An earlier order by General Foods, also through Young and Rubicam, called for eight participations weekly from April 16 to May 9 for Calumet Baking Powder.

Lever Brothers launched a 39-week campaign for Breeze. The order, placed through Sullivan, Stauffer, Colwell and Bayles, Inc., calls for 12 participations a week in daytime programs.

Grove Laboratories ordered campaigns for Grove's Bromo Quinine Cold Tablets, Fitch Shampoo and No-Doz. The Bromo Quinine order, through the Gardner Advertising Company, of St. Louis, calls for 55 announcements a week in various programs for 26 weeks, beginning Sept. 28.

(more)







## 2 - Radio Sales

The Fitch schedule, through Cohen and Aleshire, Inc., calls for 512 "Fitch Bandwagon" segments in "Nightline" and "Monitor" over 50 weeks. The No-Doz order, through the Sidney Garfield Advertising Agency, Inc., of San Francisco, calls for two one-minute participations a week in "News of the World."

Other advertisers placing new orders and their agencies are:

The Commercial Solvents Corporation, through Fuller and Smith and Ross, Inc., 41 announcements a weekend for six weeks in September and October. These include "Star Dust" and sports segments in "Monitor."

The Chap Stick Company, through the Lawrence C. Gumbinner Advertising Agency, Inc., three one-minute participations a week in "News of the World" for 13 weeks, starting Oct. 31.

The Texas Company, through Cunningham and Walsh, Inc., 38 30-second announcements in "Monitor" on the July 4 weekend.

The Edison Electric Institute, through Fuller and Smith and Ross, Inc., a saturation campaign on the weekends of Sept. 6 and 13.

Food Specialties, Inc., through Charles F. Hutchinson, Inc., of Boston, 20 one-minute announcements for "Appian Way Pizza" in "Monitor" between Sept. 14, 1958, and Aug. 30, 1959.

(more)



### 3 - Radio Sales

Cool Ray Sunglasses, through Sutherland-Abbott, nine "Star Dust" and sports segments in "Monitor" on the weekends of May 24 and 31, and June 14, 21 and 28.

The Scholl Manufacturing Company, through Donahue and Coe, Inc., two one-minute announcements weekly in "Bert Parks' Bandstand" for 13 weeks.

Mack Trucks, Inc., through Doyle Kitchen and McCormick, Inc., 40 participations in "Monitor" between June 27 and Aug. 31.

Sterling Drug, Inc., through the Thompson-Koch Company, Inc., two one-minute participations weekly in "Life and the World" for 13 weeks.

The Florists' Telegraph Delivery Association, through Grant Advertising, Inc., a saturation campaign of 50 announcements May 7 through 10.

The Savings and Loan Foundation, Inc., through McCann-Erickson, Inc., 32 one-minute participations in "Monitor" on the June 27 weekend.

The Chrysler Corporation, through the Leo Burnett Company, Inc., a saturation campaign in "Monitor" in April.

The Simmons Company, through Young and Rubicam, Inc., a saturation campaign in various programs during the week of June 5.

The C. H. Musselman Company, through Arndt, Preston, Chapin, Lamb and Keen, Inc., two 30-second participations a week in "Bert Parks' Bandstand" for a total of 12 weeks between Sept. 8, 1958, and May 22, 1959.

(more)





Armour and Company, for Dial Soap, through Foote, Cone and Belding, 57 six-second announcements a week for eight weeks, beginning June 16.

The Vick Chemical Company, for Vicks VapoRub, through Morse International, Inc., 60 six-second announcements a week for 20 weeks starting Sept. 15.

The Gillette Safety Razor Company, through Maxon, Inc., sponsorship of the 1958 All-Star Baseball Game on July 8.

North American Van Lines, Inc., through the Applegate Advertising Agency, Inc., of Muncie, Ind., an extension of its schedule in "Monitor" from May 17 to Dec. 28.

The Voice of Prophecy renewed its Sunday religious program of that name for 52 weeks, starting June 1. The renewal order was placed through the Milton Carlson Company, of Los Angeles.

The R. J. Reynolds Tobacco Company, through the William Esty Company, Inc., renewed "Grand Old Opry" for 52 weeks, starting July 5, with the usual 13-week-cycle privileges.

The Brown and Williamson Tobacco Corporation, through Ted Bates and Company, Inc., renewed quarter sponsorship of "NBC News-on-the-Hour" for an additional 13 weeks, through Sept. 26.

Midas, Inc., through Bozell and Jacobs, Inc., of Chicago, also renewed quarter sponsorship of "NBC News-on-the-Hour" for eight weeks, effective June 6.

-----O-----

NBC-New York, 6/3/58





"SHIRLEY TEMPLE'S STORYBOOK" SCHEDULE  
ANNOUNCED FOR THE REMAINDER OF 1958

The schedule for the NBC-TV Network's filmed series, "Shirley Temple's Storybook" through Dec. 21, 1958, has been announced by its producers (Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc.).

It will be as follows:

Tuesday, July 15 -- "The Little Lame Prince"

(8 to 9 p.m., EDT).

Tuesday, Aug. 19 -- "The Magic Fishbone"

(8 to 9 p.m., EDT).

Wednesday, Sept. 10 -- "The Wild Swans"

(8 to 9 p.m., EDT).

Friday, Oct. 3 -- "Ali Baba" (7:30 p.m. to 8:30 p.m.,  
EDT).

Monday, Oct. 27 -- "Rapunzel" (7:30 p.m. to 8:30 p.m.,  
EDT).

Wednesday, Nov. 12 -- "Hiawatha"

(7:30 to 8:30 p.m., EDT).

Tuesday, Nov. 25 -- "The Emperor's New Clothes"

(8 to 9 p.m., EDT).

Sunday, Dec. 21 -- "Mother Goose" (a musical)

(8 to 9 p.m., EDT).

NBC-New York, 6/3/58



SCIENCE FANS WILL 'WATCH MR. WIZARD' IN NEW SUMMER TIME-PERIOD;  
SERIES WILL OFFER SELECTED REPEAT PROGRAMS FROM PAST SEASON

A varied Summer assortment of science-made-easy programs will be offered up by science-master Don Herbert on "Watch Mr. Wizard" Sundays, from June 8 through Aug. 31. All programs are repeat telecasts selected from the 1957-58 season.

On Sunday, June 8, Mr. Wizard will demonstrate "Static Electricity" at 1 p.m., EDT. Beginning Sunday, June 15, the program will take a new time period, 4-4:30 p.m., EDT. Following is the schedule through Aug. 31.

Sunday, June 15 -- "Sound"  
Sunday, June 22 -- "Flying"  
Sunday, June 29 -- "Carbon Dioxide"  
Sunday, July 6 -- "Heat and Cold"  
Sunday, July 13 -- "Senses"  
Sunday, July 20 -- "Vacuum"  
Sunday, July 27 -- "Geology"  
Sunday, Aug. 3 -- "Musical Instruments"  
Sunday, Aug. 10 -- "Surface Tension"  
Sunday, Aug. 17 -- "Weather"  
Sunday, Aug. 24 -- "Acids"  
Sunday, Aug. 31 -- "Astronomy"

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NBC-New York, 6/3/58



SCIENCE NEWS WILL BE... IN THE... SERIES WILL... SERIES

A varied human... will be offered up by... "series" and... "series" from... All programs... and... On Sunday, June 8, Mr. Wiers will... "series" at 1 p.m., 1957. Beginning Sunday, June 10, the program... will take a new time period, 4-6:30 p.m., EDT. Following is the... schedule through Aug. 31.

- Sunday, June 10 - "Series"
- Sunday, June 11 - "Living"
- Sunday, June 12 - "Garden Series"
- Sunday, July 8 - "Food and Life"
- Sunday, July 14 - "Series"
- Sunday, July 20 - "Vegetables"
- Sunday, July 27 - "Gardens"
- Sunday, Aug. 3 - "Series (Continued)"
- Sunday, Aug. 10 - "Summer Vacation"
- Sunday, Aug. 17 - "Series"
- Sunday, Aug. 24 - "Series"
- Sunday, Aug. 31 - "Series"



## STORY OF ITALIAN POSTWAR RENASCENCE

SCHEDULED FOR 'OUTLOOK' JUNE 15

The story of the Italian postwar industrial renaissance -- focusing on Milan -- will be told on "Outlook" Sunday, June 15, narrated by Chet Huntley (NBC-TV Network, 6:30-7 p.m., EDT).

Opening shots of the traditional old sections of Milan will be contrasted with the dramatic changes that have taken place in the city since the end of World War II.

Films of steel mills, auto and motor scooter plants, the stock market (Milan is the financial capital of Italy) and the building of Italy's tallest skyscraper (32 stories) will be included in the report.

In addition, the "Outlook" presentation will show the inducements such as free nurseries, free clinics and attractive dining rooms which are offered by large companies to attract hard-to-find skilled labor.

## PANEL CHOSEN TO INTERVIEW MENSHIKOV ON 'MEET THE PRESS'

John Hightower of the Associated Press, May Craig of the Portland (Me.) Press-Herald, Clifton Daniel of the New York Times and Lawrence Spivak will comprise the panel to interview Mikhail Menshikov, Russian ambassador to the United States, on "Meet the Press" Sunday, June 8 (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio as part of "Monitor," 6:30-7 p.m., EDT).

Ned Brooks will moderate the program. "Meet the Press" is a Public Affairs presentation of NBC News.

-----O----- NBC-New York, 6/3/58

STORY OF THE LITTLE BOY WHO WAS

FOUND IN THE WOODS

The story of the little boy who was found in the woods

is a story of a boy who was found in the woods

and who was found in the woods

and

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ANDREW ROSS IS NAMED TO NEW POST OF ART DIRECTOR,  
SALES PLANNING, NBC-TV NETWORK SALES

Andrew Ross has been appointed to the new position of Art Director, Sales Planning, NBC Television Network Sales, it was announced today by Dean Shaffner, Director, Sales Planning, NBC Television Network Sales.

Mr. Ross comes to NBC from the American Broadcasting Company, where he had been Art Director for more than 11 years. He joined the ABC art department in 1946 and two years later was promoted to Art Director, Sales Presentations. In 1953, he was appointed Art Director, Advertising and Promotion and Sales Development, a position he held until he joined NBC.

Mr. Ross, who is 37, was graduated from the Cooper Union Art School in 1941 and served in the U. S. Army for three years. He is married and lives in Norwalk, Conn., with his wife and two children.

-----O-----

NBC-New York, 6/3/58

RECEIVED THE 27th APRIL 1941 AT 10.15 AM

FROM THE OFFICE OF THE SECRETARY OF DEFENCE

TO THE OFFICE OF THE SECRETARY OF DEFENCE  
RE: [illegible]  
[illegible]  
[illegible]  
[illegible]  
[illegible]

THE [illegible] [illegible] [illegible]  
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[illegible] [illegible] [illegible] [illegible] [illegible]

Yours faithfully,  
[illegible]



COUNCIL FOR BETTER BROADCASTS GIVES DOUBLE  
SALUTE TO "SHIRLEY TEMPLE'S STORYBOOK"

The American Council for Better Broadcasts, at its recent convention in Columbus, Ohio, selected the NBC-TV Network's "Shirley Temple's Storybook" series as the top program in the irregularly scheduled programs category. The 1958 judgment was based on reports from 6,879 monitors in 30 states, totaling 37,642 opinions.

"Shirley Temple's Storybook" also was picked as the leading children's program.

The Council, in making its awards, also included this comment on "Beauty and the Beast": "a relief from realism for those who still have some imagination."

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NBC-New York, 6/3/58

COUNCIL FOR BETTER BROADCASTING CIVIL RIGHTS  
SAFETY TO "SHIRLEY TAPLEY'S CONSCIENCE"

The American Council for Better Broadcasting, in  
the recent convention in Columbia, S.C., selected the  
ABC-TV Network's "Shirley Tapley's Conscience" as  
the top program in the irregularly scheduled program  
category. The 1958 judgment was based on reports from  
6,879 members in 30 states, totaling 37,681 opinions.  
"Shirley Tapley's Conscience" also was placed as  
the leading children's program.  
The Council, in voting its awards, also included  
this comment on "Shirley and the Boys": "A series from  
Tulsa for boys who still have some imagination."

-----

Shirley Tapley, Tulsa

CREDITS FOR 'THE WESTERN' ON 'WIDE WIDE WORLD'

TIME: NBC-TV, Sunday, June 11 (4-5:30 p.m.,  
EDT)

FORMAT: A 90-minute look at Westerns, the  
people who make them, and the reasons  
they have stood the test of time.

SPONSOR: General Motors  
(for entire series)

AGENCY: McManus, John & Adams, Inc.

EXECUTIVE PRODUCER: Barry Wood

PRODUCER: Ted Rogers

HOST: Dave Garroway

DIRECTOR: Van Fox

WRITER: Harold Azine

ASSOCIATE WRITER: Gene Wyckoff

MUSIC CONDUCTED BY: James Fagas

EXECUTIVE STAFF: Arch Robb and Ed Wilbur

TECHNICAL SUPERVISOR: Bob Daniels

UNIT MANAGER: Bill Lynch.

-----O-----

NBC-New York, 6/3/58

UNITED STATES DEPARTMENT OF JUSTICE

MEMORANDUM FOR THE ATTORNEY GENERAL

DATE

RE: [Illegible]

[Illegible]

[Illegible]

[Illegible]

[Illegible]

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[Illegible]

[Illegible]

Very truly yours,

TIME

DATE

REASON

(For signature only)

REMARKS

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## TRADE NEWS

June 4, 1958

### 4 ADVERTISERS PLACE NEW ORDERS WITH 'TODAY' PROGRAM; ONE ORDERS CAMPAIGN ON 'JACK PAAR SHOW'

Four advertisers have placed new orders with the NBC-TV Network's "Today" show, including a 52-participation order from Grove Laboratories, and one advertiser also ordered a campaign on "The Jack Paar Show" during the past week, it was announced today.

The advertisers placing the new orders and their agencies are:

Grove Laboratories, Inc., for its Fitch hair products and 4-Way Cold Tablets, through Cohen and Aleshire, Inc., has ordered 52 participations on "Today" starting in October and continuing through March, 1959.

The Howard Johnson Company, through N.W. Ayer and Son, Inc., has ordered 10 participations on "Today" starting June 4.

Time, Inc., for Time Magazine, through Maxwell Sackheim and Co., Inc., has ordered six participations on "Today" and three participations on "The Jack Paar Show" during June.

The American Can Company, through Compton Advertising, Inc., has ordered four participations on "Today" during September.

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# NBC COLOR TELEVISION NEWS

June 4, 1958

PREMIERE

'HAGGIS BAGGIS,' MONDAY NIGHT COLORCAST QUIZ SHOW EMCEED BY  
JACK LINKLETTER, WILL START ON NBC-TV NETWORK JUNE 30

"Haggis Baggis," a weekly colorcast quiz series featuring a two-part audience-participation game and a home-audience jackpot, will have its premiere on the NBC-TV Network Monday, June 30, (7:30-8 p.m., EDT).

Master of ceremonies for the new Monday night quiz show will be Jack Linkletter, 20-year-old son of TV and radio star Art Linkletter. The series will originate at NBC's Ziegfeld Theatre in New York. (A Monday-through-Friday daytime "Haggis Baggis" series will be colorcast at 2:30-3 p.m., EDT, over the NBC-TV Network, also beginning June 30. Further details of the daytime show will be announced.)

The show will be under the supervision of its creator and executive producer Joe Cates, who has been identified with such quiz games as "\$64,000 Question," "\$64,000 Challenge" and "Stop the Music."

Four panelists, chosen from the studio audience, will participate in "Haggis Baggis," each in turn answering questions chosen from a large board. A correct answer removes part of the board, revealing a small portion of a large photograph underneath. The first person to identify the photograph is the winner.

(more)





2 - 'Haggis Baggis'

The winner and the runner-up, that contestant having the largest number of correct answers, then are shown two sets of prizes -- Haggis and Baggis,---- both of approximately the same value, but different in content. One set will be filled with luxury prizes, the other with utility prizes.

The winner makes his choice of the sets of prizes, but his choice is kept secret from the runner-up. If the runner-up then makes the same selection as the winner, he gets nothing. If he picks the prize the winner passed up, he keeps the merchandise of his choice.

The home jackpot will be won by the person whose postcard is picked from a drum. One selection will be made during each program.

-----O-----

NBC-New York, 6/4/58

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CREDITS FOR 'OUTLOOK' PROGRAM ON ITALIAN INDUSTRIAL RENASCENCE

PROGRAM: "Outlook"

TIME: NBC-TV Network, Sunday, June 15,  
6:30-7 p.m., EDT.

FORMAT: Story of the Italian postwar industrial renaissance -- focusing on Milan. The traditional old sections of Milan will be contrasted with the dramatic changes that have taken place in the city since the end of World War II.

NARRATOR: Chet Huntley.

PRODUCER: Reuven Frank.

CAMERAMAN: Morton Heilig.

DIRECTORS: Jack Sughrue, George Murray.

WRITER: Piers Anderton.

NBC PRESS REPRESENTATIVE: Bud Rukeyser (New York).

-----O-----

NBC-New York, 6/4/58

MEMORANDUM FOR THE DIRECTOR, FBI

TO: DIRECTOR, FBI

FROM: SAC, NEW YORK

SUBJECT: [Illegible]

DATE: [Illegible]

RE: [Illegible]

FILE NO: [Illegible]

1. [Illegible]

2. [Illegible]

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ADMINISTRATIVE

CONFIDENTIAL



NBC-TV AND RADIO TO CARRY MACMILLAN'S ADDRESS

Prime Minister Harold Macmillan of Great Britain will deliver his first major address -- after his arrival for an official visit in the United States -- Sunday, June 8 at DePauw University in Greencastle, Ind. (NBC-TV Network, 6:30 p.m., EDT; NBC Radio as part of "Monitor," 10:30 p.m., EDT).

The prime minister will be introduced by Dr. Russell J. Humbert, president of DePauw University, and will receive an honorary degree.

-----O-----

KINFOLK

Prime Minister Harold Macmillan of Great Britain may be a distant relative of Daniel Boone.

NBC News Correspondent Robert Abernethy reported from London today (June 4) that records from Owen County, Ky., indicate that Macmillan's mother was born in Indiana and his maternal grandfather, born in Kentucky, was one of the first medical graduates of what is now DePauw University in Greencastle, Ind., -- where, coincidentally, Macmillan will deliver a major address Sunday, June 8 (NBC-TV Network, 6:30 p.m., EDT; NBC Radio as part of "Monitor," 10:30 p.m., EDT).

-----O-----

NBC-New York, 6/4/58



CREDITS FOR 'CLUB OASIS' SERIES STARRING SPIKE JONES

PROGRAM: "Club Oasis Starring Spike Jones with Helen  
Grayco and the Band That Plays For Fun."

TIME: NBC-TV Network, alternate Saturdays (starting  
June 7), 9-9:30 p.m., EDT.

STAR: Spike Jones.

FEATURED ARTISTS: Helen Grayco, Joyce Jameson, Billy Barty,  
George Rock, Gil Bernal, Carl Fornia and  
Jad Paul.

PRODUCER-DIRECTOR: Dik Darley

ASSOCIATE DIRECTOR: Clay Daniel

COSTUMES: Ray Agahyan

TECHNICAL DIRECTOR: Joe Conn

LIGHTING: Al Scarlett

SPONSOR: Oasis Cigarettes

AGENCY: McCann-Erickson, Inc.

ORIGINATION: NBC-TV Network studios, Burbank, Calif.

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NBC-New York, 6/4/58

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## TRADE NEWS

June 6, 1958

R. J. REYNOLDS CO. AND TONI CO. RENEW AS ALTERNATE-WEEK  
SPONSORS OF 'PEOPLE ARE FUNNY' ON NBC-TV NETWORK

"People Are Funny," the highly popular audience-participation program now in its fourth season on the NBC-TV Network, has been renewed for the 1958-59 season by its alternate-week sponsors, the R. J. Reynolds Tobacco Company and the Toni Company. The renewals were announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

The R. J. Reynolds' renewal marks the company's third consecutive season with the program. The Toni Company has been associated with "People Are Funny" since its NBC-TV debut September, 1954.

("People Are Funny," starring Art Linkletter as stuntmaster, is telecast Saturdays, 7:30-8 p.m., EDT).

The renewal order for R. J. Reynolds, effective Saturday, Sept. 13, was placed through the William Esty Company. The Toni Company's renewal, effective Saturday, Sept. 20, was placed through North Advertising, Inc.

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# TRADE NEWS

June 6, 1958

PREMIERE

'LUCKY PARTNERS' TO START JUNE 30 ON NBC-TV NETWORK

- - -

Home Viewers of New Monday-through-Friday Daytime Show  
Have Chance to Win 1,500 Prizes Each Week

"Lucky Partners," a new audience-participation show in which home viewers have the chance to win 1,500 prizes each week, will start as a Monday-through-Friday daytime series on the NBC-TV Network starting Monday, June 30 (2 to 2:30 p.m., EDT).

Carl Cordell, a newcomer to network television, will be the emcee. He has been a variety and quiz show emcee in his native state, North Carolina, and in Washington, D. C.

A studio quiz contest employing a giant board of five columns of numbers will serve as the medium for the coast-to-coast audience participation in "Lucky Partners." Questions answered by five panelists determine which numbers are put into play. These numbers will enable home viewers, using bingo-type playcards in which a dollar bill serial number is the key figure, to complete the called-for pattern and become eligible for the giant giveaway.

The program is prepared to award as many as 300 home prizes daily, plus five weekly grand prizes. Those in the studio audience

(more)



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also may compete for prizes by completing the playcard pattern, while the panelists will receive cash awards for the questions they answer correctly.

The jackpot chances of the home and studio players ride with the answers given by the five panelists -- hence the title "Lucky Partners."

"Lucky Partners" is a Martin and Allan Stone production, in association with the NBC Television Network. Carl Jampel will be the producer and Dick Schneider the director. The series will originate in NBC studios in New York.

-----O-----

NBC-New York, 6/6/58

has not been the first of its kind in the country.  
The first of its kind was the first of its kind.  
The first of its kind was the first of its kind.

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The first of its kind was the first of its kind.  
The first of its kind was the first of its kind.

"The first of its kind" is a book that has been  
published with the first of its kind.  
The first of its kind was the first of its kind.  
The first of its kind was the first of its kind.

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# TELEVISION NEWS

June 6, 1958

'YOUTH WANTS TO KNOW' WILL FILM FIVE PROGRAMS IN MOSCOW WITH  
U. S. STUDENTS THERE INTERVIEWING SOVIET PERSONALITIES

"Youth Wants to Know," award-winning NBC Public Affairs program, will film five programs in Moscow this July, it was announced today by Edward Stanley, Director of Public Affairs.

"On each program," Mr. Stanley announced, "American students in Moscow will interview a leading Soviet personality in the fields of science, education, public health, industry and the arts -- people such as Dr. Aleksandr Nesmeyanov, President of the Soviet Academy of Sciences; Dr. Ivan G. Petrovsky, Rector of Moscow University; Dr. Maria Kovrigina, Cabinet Minister of Health; and Galina Ulanova, world renowned prima ballerina."

Theodore Granik, founder and producer of "Youth Wants to Know," said the five telecasts will continue the program's extensive coverage of Soviet affairs. "Two recent features," he said, "were our interviews with three Soviet scientists immediately after the first Sputnik launching, and with Ambassador Mikhail Menshikov, in his first American television appearance."

(more)



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2 - 'Youth Wants to Know'

Mr. Stanley also announced that next week the "Youth Wants to Know" unit will film the first of five programs in the United States in which Soviet students will interview leading American figures. These films will be shown on television in Russia. The first will be made with Senator Allen J. Ellender (D.-La.).

Making the trip to the Soviet Union, in addition to Mr. Granik and Mr. Stanley, will be Sylvan M. Marshall and Julian A. Bartolini, assistant producers; Margee McGranaghan, production assistant; and Carlo Maggi, photographer. Dates of the telecasts will be announced after filming is completed.

"Youth Wants to Know" is a Public Affairs presentation of NBC News -- Sundays on the NBC-TV network, 3-3:30 p.m., EDT, and on NBC Radio as part of "Monitor," 10:30-11 p.m., EDT.

-----O-----

NBC-New York, 6/6/58





June 6, 1958

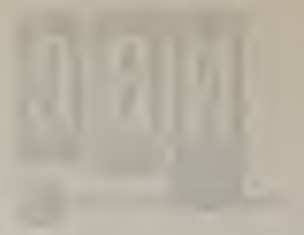
TWO NEW MEMBERS ELECTED TO NBC BOARD OF DIRECTORS

Election of two new members to the Board of Directors of the National Broadcasting Company was announced today by Robert W. Sarnoff, President of NBC. The new Directors are:

Andre Meyer, Senior Partner of Lazard Freres & Company, investment bankers, New York.

Paul M. Mazur, Partner, Lehman Brothers, investment bankers, New York.

-----O-----



Dear Sir,

I have the honor to acknowledge the receipt of your letter of the 10th inst. in relation to the matter of the above-captioned case.

I am sorry that I cannot give you a more definite answer at this time.

As the case is now pending in the court, it is necessary that I should wait until the trial has been completed.

I am, however, sure that you will understand the necessity of this delay.

I am, Sir, very respectfully,  
Yours,  
Very truly,  
J. H. [Name]

Enclosed for you are two copies of the report of the committee on the subject of the above-captioned case.

I am, Sir, very respectfully,  
Yours,  
Very truly,  
J. H. [Name]

I am, Sir, very respectfully,  
Yours,  
Very truly,  
J. H. [Name]



NATIONAL BROADCASTING COMPANY SIGNS FIVE-YEAR  
CONSULTANCY CONTRACT WITH FRANK M. RUSSELL

FOR RELEASE MONDAY A.M., JUNE 9

The National Broadcasting Company has signed a five-year consultancy contract, effective July 1, with Frank M. Russell, NBC Vice President, Washington, it was announced today by Robert W. Sarnoff, President of NBC.

"We have entered into this contract with Mr. Russell in order to assure ourselves of his services beyond his normal retirement date in 1960. In his capacity as a consultant, he will continue to represent NBC in Washington," Mr. Sarnoff said.

Mr. Russell, who is resigning as an NBC Vice President in order to establish his own independent consulting business, joined the company in 1929 at the invitation of its first President, Merlin H. Aylesworth. Born in Lohrville, Iowa, on June 23, 1895, he studied agriculture and journalism at Iowa State College, and entered newspaper work after World War I service.

A close friend, Charles W. Pugsley of Nebraska, brought Mr. Russell to Washington as his assistant when he became Assistant Secretary of Agriculture in 1921. Mr. Russell organized and ran the Department of Agriculture press services, setting up the first radio news service in government. He later served as Assistant to Agriculture Secretaries Wallace (the elder), Gore, Jardine and Hyde.

-----O-----



# MONITOR

THE NBC WEEK-END RADIO SERVICE

June 6, 1958

"MONITOR" REPORTERS CRISS-CROSSED THE GLOBE FOR MANY NOVELTY FEATURES FOR THE NBC RADIO NETWORK'S WEEKEND SERVICE

During the past year, reporters for "Monitor" -- the NBC Radio Network's weekend service -- have criss-crossed the globe in search of features for the program, which marks its third anniversary Sunday, June 15.

Following are notes on some of the places they've visited and the people they have interviewed:

- Interviewed a Spanish American war veteran who rode up San Juan Hill with the Rough Riders.
- Cruised along the Danube International Riverway.
- Descended into a London sewer to talk to the "flushers and drainers" there.
- Told the story of a hard-working family during "lambing time" at a sheep ranch near Billings, Mont.
- Presented an eyewitness account of the ritual of fire-walking from a native village in Suva, Fiji Islands.
- Took a trip through the atomic bomb tunnel in the side of a mountain at Camp Mercury, Nevada, where an underground A-bomb was detonated.
- Visited Great Whale River, an Eskimo community on the Eastern Coast of Hudson's Bay in Canada.

(more)

# NOTICE

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(1955)



2 - 'Monitor' Anniversary

-- Went "South of the border" for a report on the sights and sounds of Mexico.

-- Aboard the U. S. S. Arneb in the Antarctic, interviewed scientific leaders on the progress of U. S. and Soviet programs for International Geophysical Year in the polar regions.

-- Attended a meeting of the Ku Klux Klan near Greensboro, N.C.

-- At Oakland, Calif., observed the operation of the world's only school where civilians can study deep sea diving.

-- Told the story of "Telephone Samaritans," a suicide-prevention service in London which has saved hundreds of lives.

-- Went into an industrial laboratory's "space chamber" to hear the reactions of a scientist as he made a simulated trip to outer space.

("Monitor" is broadcast on the NBC Radio Network Fridays, 8-10 p.m.; Saturdays, 8 a.m.-12 midnight; and Sundays, 10:30 a.m.-12 midnight, EDT.)

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NBC-New York, 6/6/58



13 'WAGON TRAIN' SHOWS TO BE REPEATED IN SUMMER

A series of 13 "Wagon Train" shows has been selected for Summer re-run on the NBC-TV Network from July 2 through Sept. 24, Wednesdays (7:30-8:30 p.m., EDT). Ward Bond as Major Seth Adams and Robert Horton as Flint McCullough are regular stars of the show. Titles, dates and guest stars on the Summer repeats are:

July 2 -- "Willy Moran Story" starring Ernest Borgnine.  
July 9 -- "Les Rand Story," Sterling Hayden.  
July 16 -- "Nels Stack Story," Mark Stevens and Joanne Dru.  
July 23 -- "Mary Halstead Story," Agnes Moorehead.  
July 30 -- "Emily Rossiter Story," Mercedes McCambridge.  
Aug. 6 -- "Riley Gratton Story," Guy Madison.  
Aug. 13 -- "Julia Gage Story, "Ann Jeffries and Bob  
Sterling.  
Aug. 20 -- "Charles Avery Story," Farley Granger.  
Aug. 27 -- "Luke O'Malley Story," Keenan Wynn.  
Sept. 3 -- "Jesse Cowan Story," George Montgomery.  
Sept. 10 -- "Clara Beauchamp Story," Nina Foch.  
Sept. 17 -- "Annie MacGregor Story," Jeannie Carson.  
Sept. 24 -- "Sacramento Story," Linda Darnell and Dan  
Duryea

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NBC-New York, 6/6/58







# NBC COLOR TELEVISION NEWS

PREMIERE

June 6, 1958

JOEY BISHOP AND EVERLY BROTHERS TO BE GUESTS

ON PREMIERE OF 'BOB CROSBY SHOW'

Bob Crosby will present comedian Joey Bishop and the singing Everly Brothers as guests on the premiere "Bob Crosby Show" Saturday, June 14 (NBC-TV Network colorcast, 8-9 p.m., EDT). The series, which stars Crosby with Broadway song-and-dance comedienne Gretchen Wyler, takes the time period of the vacationing "Perry Como Show."

The opening show will start with the ensemble in a production of "S'Wonderful." Crosby also will sing "Return to Me," "Body and Soul," "I Cover the Waterfront" and, with Miss Wyler, "It's All Right With Me." Crosby will be joined by the singers, dancers and orchestra in a medley of tunes made memorable by Crosby's "Bobcats Band." They include "Muskrat Ramble" played by the orchestra, "Big Noise From Winnetka" sung by Crosby, and "South Rampart Street Parade," a production number with Crosby, the singers and dancers.

In another segment of the show Miss Wyler will be featured in a dance routine. The Everly Brothers' songs will include "All I Have to do Is Dream" and "Claudette."

The "Bob Crosby Show" will be produced by Louis DaPron, directed by Cort Steen and written by Hugh Wedlock and Howard Snyder. The orchestra will be directed by Carl Hoff. Peter Gennaro will be choreographer and Clay Warnick choral director.

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## TRADE NEWS

June 9, 1958

'CONCENTRATION,' AUDIENCE-PARTICIPATION PROGRAM BASED  
ON GAME OF SAME NAME, WILL START ON NBC-TV NETWORK  
JULY 28 AS MONDAY-THROUGH-FRIDAY DAYTIME SERIES

"Concentration," a new entertainment game, will make its debut on the NBC-TV Network, Monday, July 28, Carl Lindemann Jr., Director, Daytime Programming, NBC Television Network, announced today.

The new show will be seen from 11:30 a.m. to 12 noon, EDT, Mondays through Fridays. It replaces "Truth or Consequences."

"Concentration" will be produced for NBC-TV by Barry & Enright. The host will be announced later.

"Concentration" is based on the children's game of the same name, Mr. Lindemann explained.

In the studio, however, a large board will contain numbers from 1 to 30. Two contestants play at a time.

A contestant calls a pair of numbers; for example, "three" and "nine." The numbers will appear on three-sided wedges on the board.

When the numbers are turned, pictures of certain prizes are revealed -- cabin cruisers, strings of pearls, and such. If the pictures match -- such as two cabin cruisers -- the items are credited to that contestant.

(more)





Then, the third sides of the numbers are revealed. These show part of a picture and word puzzle -- or "rebus" -- which encompasses the whole board when finally revealed.

Contestants therefore try to obtain matching prizes for two purposes. First, to have the prize added to their list. And second, to try to guess the poem, saying or riddle contained in the picture puzzle.

The contestant guessing this mystery puzzle wins all the gifts credited to him. The loser forfeits all accumulated gifts, but wins a consolation prize.

Winners have the privilege of continuing to play until defeated.

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NBC-New York, 6/9/58





# NBC COLOR TELEVISION NEWS

June 9, 1958

EVENING COLORCASTS (EVERY NIGHT) AND DAYTIME  
COLORCASTS (MONDAYS THROUGH FRIDAYS) ANNOUNCED  
FOR NBC-TV NETWORK'S SUMMER SCHEDULE

The National Broadcasting Company today announced its color television schedule for the Summer season, calling for colorcasts every night of the week, a full hour of daytime color Mondays through Fridays, and a major increase in color hours over the Summer of 1957.

Many of the NBC-TV Network's most popular programs will go before the color cameras this Summer, with the objective of providing the widest possible exposure to color television.

A highlight of the Summer color schedule is the new, full-hour mystery program, "The Investigator," originating live in New York. It stars Lonny Chapman in the title role and Howard St. John as Chapman's father. "The Investigator" is presented Tuesday evenings (8-9 p.m., EDT).

Another new program highlighting the color line-up is "The Bob Crosby Show," starring the singer-bandsman with song-and-dance comedienne Gretchen Wyler. The musical variety hour also will feature guest stars who will perform their own specialties and join the show's regulars in song, dance and light comedy. "The Bob Crosby Show" is scheduled for Saturday nights (8-9 p.m., EDT), beginning June 14.

(more)





## 2 - Summer Colorcasts

"Steve Allen Presents Eydie Gorme and Steve Lawrence" will be presented during the Summer as a color highlight, Sundays (8-9 p.m., EDT).

"The Chevy Show" continues through the Summer as a color feature. It will star Edie Adams, Janet Blair, Dorothy Kirsten and John Raitt. Comedian Stan Freberg and the comedy team of Rowan and Martin will rotate as features of this show, which will be colorcast Sundays (9-10 p.m., EDT).

Also on the Sunday night color line-up (7-7:30 p.m., EDT) is "Noah's Ark," color film series produced by Jack Webb, repeating episodes already shown on the NBC-TV Network. The series is based on the experiences of two veterinarians and the animals they treat.

The popular audience-participation show, "Tic Tac Dough," continues on Thursday (7:30-8 p.m., EDT) as part of the color schedule. "The Price is Right," an established Monday night NBC color favorite, moves into a new time-spot beginning June 26, going to Thursday night (10-10:30 p.m., EDT).

"The Big Game," a new weekly colorcast quiz series, joins the Summer line-up on Friday, June 13 (7:30-8 p.m., EDT). The series, built on the theme of an African big-game hunt, will originate from NBC's Color City studios in Burbank, Calif.

"Kraft Mystery Theatre," a continuation of the oldest live dramatic program in television, continues as a Wednesday night highlight (9-10 p.m., EDT).

(more)



### 3 - Summer Colorcasts

A new game program, "Haggis Baggis," will be colorcast Mondays through Fridays (2:30-3 p.m., EDT), beginning June 30, and also appears on the nighttime schedule on Mondays (7:30-8 p.m., EDT). In this game, four contestants attempt to identify the concealed photograph of a well-known personality, famous object, or location, with portions revealed progressively as contestants correctly answer questions.

Rounding out the Monday-through-Friday daytime color schedule is another new entry, "It Could Be You" (12:30-1 p.m., EDT). It is a "stunt" show in which surprise reunions are arranged between unsuspecting members of the studio audience and relatives and friends they have not heard from in years. The show switches from black and white to color on June 30.

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NBC-New York, 6/9/58







# TELEVISION NEWS

June 9, 1958

"THE LITTLE LAME PRINCE" ON "SHIRLEY TEMPLE'S STORYBOOK"

WILL STAR REX THOMPSON (IN TITLE ROLE), LORNE GREENE,

JOAN WELDON, JAMES MITCHELL AND ANNA LEE

"The Little Lame Prince," the classic story by Dinah Maria Mulock Craik, will be the "Shirley Temple's Storybook" feature of Tuesday, July 15 (NBC-TV Network, 8 p.m., EDT), with Rex Thompson, the boy actor, in the title role. The full-hour adaptation by S. S. Schweitzer also will star Lorne Greene, Joan Weldon, James Mitchell, and Anna Lee.

Prince Dolor (Rex Thompson), injured in infancy in a carriage wreck which killed his parents, has been hidden for 10 years in a tower by his uncle (Greene). The people of Grauthenia, of which the Prince is rightful ruler, do not know the boy lives, for the uncle has assumed the crown.

Shortly before Dolor's 12th birthday, he is given a magic cloak by his Fairy Godmother (Miss Lee) with instructions to go into the world to find a dream. Aided by the cloak, Dolor flies to the stars, where he is given a second gift -- a pair of magic spectacles -- by the Starduster (Whit Bissell). The boy next goes to Grauthenia,

(more)



2 - "The Little Lame Prince"

where he is befriended by Amelia (Miss Weldon), a flower girl, and Marko (Mitchell), her sweetheart -- a professed thief. Meanwhile, the King discovers the boy is missing from the Hapless Tower and sends out his guards to capture the child. Dolor flees for a while to the Magic Glen, then to the North Pole, and later returns to Grauthenia where he confronts his uncle. Aided by the gifts his friends have given him, the boy subdues the false King and comes to his rightful throne.

Others in the cast of the fantasy will include Katherine Squire, Jean Engstrom, Peter Forster, Ottola Nesmith, Lloyd Corrigan, David Garcia and George Mitchell.

"The Little Lame Prince" will be directed by Harry Horner. The "Shirley Temple's Story" series is produced by Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc.

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NBC-New York, 6/9/58

The first thing I noticed when I stepped out of the car was the cold. It was a sharp contrast to the warm blanket I had been sitting under. I looked up at the sky, which was a deep, dark blue, and felt a sense of peace. The air was crisp and clean, and I could hear the distant sounds of the city. I took a deep breath and felt a sense of renewal. I had been so stressed and overwhelmed, but now I felt like I was starting over. I looked down at my hands, which were slightly numb from the cold, and felt a sense of hope. I knew that I was going to make it through this. I was going to be a doctor. I was going to save lives. I was going to be a hero.

I had been so stressed and overwhelmed, but now I felt like I was starting over. I looked down at my hands, which were slightly numb from the cold, and felt a sense of hope. I knew that I was going to make it through this. I was going to be a doctor. I was going to save lives. I was going to be a hero. I had been so stressed and overwhelmed, but now I felt like I was starting over. I looked down at my hands, which were slightly numb from the cold, and felt a sense of hope. I knew that I was going to make it through this. I was going to be a doctor. I was going to save lives. I was going to be a hero.

THE END

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# NBC RADIO NETWORK NEWS

June 9, 1958

## 'OUTDOOR EATING' CAMPAIGN OF NBC RADIO NETWORK DRAWS ENTHUSIASTIC RESPONSE OF FOOD RETAILERS THROUGHOUT COUNTRY

The enthusiastic response to the NBC Radio Network's "Outdoor Eating" campaign by food retailers across the country indicates that many NBC affiliates will derive considerable benefits from the promotion in the form of local sales and good will, George A. Graham, Jr., Director of NBC Radio Sales Planning, said today. The five-week campaign starts Monday, June 16.

"Judging by the energetic cooperation of our affiliated stations and the interest shown by grocery chains and other retailers of products connected with outdoor eating, this campaign will be our most successful promotion to date," Mr. Graham said.

He cited as examples these excerpts from letters and telegrams he has already received from station managers:

Fred Mueller, Manager of Station KSD in St. Louis:

"Tremendous interest mounting in Outdoor Eating Time promotion.

Charles Smith, President of Station WTMA in Charleston, S.C.: "All supermarket chains tying-in here locally."

(more)



Dell Leeson, Manager of Station KDYL in Salt Lake City:

"This is exactly the sort of thing which makes an NBC Station outstanding in its community and certainly gives our staff a big and important tool in working with the various food retailers who are so concerned with this promotion."

Mr. Graham said, "Mail like this, and the requests we have had for additional window streamers, sales brochures and other promotion materials all point up the need that has long existed for a nationwide radio promotion of this type."

The "Summertime Is Outdoor Eating Time" campaign will be launched with a special show on "Bert Parks' Bandstand," highlighting in song and comedy the delights of picnicking. The entire 55-minute show, entitled "America Outdoors" (Monday, June 16, 11:05 a.m. to 12 noon) will be built around the theme of outdoor eating. It will mark the first time that a complete radio program has been devoted to a promotion campaign, Mr. Graham said.

Special features on other programs and a saturation schedule of announcements will provide extensive editorial support daily for the five-week period.

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NBC-New York, 6/9/58







COMPANY OF OUTSTANDING PLAYERS RECRUITED FOR 'TODAY IS OURS,'  
NEW MONDAY-THROUGH-FRIDAY DAYTIME SERIAL ON NBC-TV NETWORK

A company of outstanding players has been recruited from television and the Broadway stage for the new daytime dramatic serial, "Today Is Ours," which starts Monday, June 30, on the n NBC-TV Network (Mondays through Fridays, 3-3:30 p.m., EDT).

The cast, headed by Patricia Benoit, Patrick O'Neal and Ernest Graves, also will include Tom Carlin, Nancy Sheridan, Peter Lazer, Joyce Lear, Chase Crosley, Martin Blane, Nelson Olmsted, Eugenia Rawls, Joanna Roos and Barry Thompson. Other performers will join the cast as the story progresses.

Patricia Benoit will portray Laura Manning, assistant principal of Bolton High School and mother of a young son. Patrick O'Neal will play Karl Manning, her former husband. Joyce Lear will have the part of Manning's second wife and Peter Lazer is cast as Nick, the son of the first marriage.

Ernest Graves will be Glenn Turner, an architect who is working on a school building project. Chase Crosley and Nancy Sheridan play Ellen Wilson and Betty Winters, two teachers at the school, and Tom Carlin will enact Peter Hall, boy friend of Ellen Wilson. Martin Blane will portray Chester Crowley Sr., whose son attends Bolton High School. Eugenia Rawls will play his wife, Mary Crowley, and Joanna Roos will have the role of Ellen Wilson's mother. Nelson Olmstead will be Ted Brown, Glenn Turner's partner. Barry Thompson will play Lester Williams, Laura's father.

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13 'RUFF AND REDDY' CARTOONS TO BE REPEATED

A series of 13 "Ruff and Reddy" cartoons has been selected for re-run on the NBC-TV Network, beginning June 14 (Saturdays, 10:30 a.m., EDT). Titles and dates of the repeat shows are:

June 14 -- "Introduction" and "Night Flight Fright."

June 21 -- "Whama Bama Gama Gun" and "The Master Mind of Muni Mula."

June 28 -- "The Mad Monster of Muni Mula" and "The Hocus Pocus Focus."

July 5 -- "Muni Mula Mixup" and "Escape from Muni Mula."

July 12 -- "The Creepy Creature" and "Surprise in the Skies."

July 19 -- "Crowds in the Clouds" and "Reddy's Rocket Rescue."

July 26 -- "Rocket Ranger Danger." (Second episode to be announced.)

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'ORIGINAL AMATEUR HOUR' TO SALUTE WBZ-TV, BOSTON

"The Original Amateur Hour" will salute the tenth anniversary of Station WBZ-TV, NBC-TV Network affiliate in Boston, Mass., by presenting a program with a complete cast of New England talent on Saturday, June 14. The program (NBC-TV Network, 10 p.m., EDT) will originate in New York.

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NBC-New York, 6/9/58





CREDITS FOR 'THE WHEATIES SPORTS PAGE' ON NBC-TV NETWORK

PREMIERE: Saturday, June 14.

SCHEDULE: Program will precede major sports events televised by NBC-TV. It will precede Saturday afternoon "Major League Baseball" telecasts for seven alternate weeks starting June 14 on stations carrying the games. It also will precede telecasts of the All-Star Baseball Game, World Series games, collegiate football games, post-season football games and professional basketball games.

FORMAT: Theme for each program will come from the event that follows. Stories of a famous player, game or team will be related through film clips and interviews.

HOST: Bud Palmer.

SPOKESMAN FOR SPONSOR: The Rev. Bob Richards.

PACKAGER: Sports Programs, Inc.

PRODUCER-DIRECTOR: Jack Lubell.

ASSOCIATE PRODUCER: Craig Gilbert.

SPONSOR: General Mills, Inc.

AGENCY: Knox Reeves Advertising; Inc.

ORIGINATION: New York.

NBC PRESS REPRESENTATIVE: Bob Goldwater, New York.

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NBC-New York, 6/9/58





# NBC COLOR TELEVISION NEWS

## NBC-TV NETWORK COLOR TELECAST SCHEDULE

June 15 - 21 (All Times EDT)

### Sunday, June 15

7-7:30 p.m. -- "Noah's Ark" -- "The Toothless Monkey."

8-9 p.m. -- "The Steve Allen Show" -- With Kirk Douglas, Jonathan Winters, Joni James, the Hi Lo's and Roy Hamilton.

9-10 p.m. -- "The Dinah Shore Chevy Show" -- With Marge and Gower Champion and Art Carney.

### Monday, June 16

3-4 p.m. -- "NBC Matinee Theater" -- "The Odd Ones," starring Marilyn Erskine and Darryl Hickman.

7:30-8 p.m. -- "The Price is Right" -- With Bill Cullen.

### Tuesday, June 17

3-4 p.m. -- "NBC Matinee Theater" -- "The Man With the Pointed Toes," starring Earl Holliman, Vanessa Brown and Joan Tabor.

8-9 p.m. -- "The Investigator" -- With Lonny Chapman and Howard St. John.

### Wednesday, June 18

3-4 p.m. -- "NBC Matinee Theater" -- "A Question of Balance," starring Paul Langton, Peggy Stewart and Helen Westcott.

9-10 p.m. -- "Kraft Mystery Theatre" -- "Now Will You Try for Murder?"

(more)





2 - NBC-TV Network Color Telecast Schedule

Thursday, June 19

3-4 p.m. -- "NBC Matinee Theater" -- "The Heart's Desire,"  
starring Kuldip Singh.

7:30-8 p.m. -- "Tic Tac Dough" -- Jay Jackson is emcee.

10-10:30 p.m. -- "The Lux Show Starring Rosemary Clooney" -- With  
Jose Ferrer.

Friday, June 20

3-4 p.m. -- "NBC Matinee Theater" -- "The Man Without a Country"  
starring Peter Hansen.

7:30-8 p.m. -- "The Big Game" -- Tom Kennedy is host.

Saturday, June 21

8-9 p.m. -- "The Bob Crosby Show" -- starring Bob Crosby and  
Gretchen Wyler with tonight's guests, Georgia Gibbs and Steve  
Lawrence.

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NBC-New York, 6/9/58





## FEATURE

### TOM WADE, YOUNG NBC EMPLOYEE, MAKES A FIRST STEP TOWARDS POSSIBLE RECORDING FAME

Tom Wade -- a young Philadelphia baritone who works as a photo offset photographer for NBC in New York -- may be well on his way to becoming a recording headliner. On Friday, June 13, his first record -- "This Isn't the First Time," a tune written by NBC-TV star Steve Allen and Bob Carroll -- will be released on the Style label.

Wade, who started as an NBC page boy (which is one of the best ways to success a fellow can take in New York, according to such page staff alumni as Gordon MacRae, Dick Haymes and Earl Wrightson), has been waiting six years for this happy day. For all those years he has studied singing in Manhattan, worked daytime for the network, attended evening classes at Columbia University and day-dreamed at every possible moment about a career as a singer.

A graduate of Edward Bok Vocational and Technical High School in Philadelphia, Wade is the son of Mr. and Mrs. Isaiah Wade.

Instrumental background for the new record is provided by a quintet headed by NBC staff musician Eddie Safranski. Since Wade was one of NBC's "own boys," the network cooperated with him at every turn.

Wade adds, with excitement, "They've even told me that they will play it on some of the NBC radio shows once it's released."

Until that happy time, however, Wade works away in the photo offset department, trying to keep his mind on his regular job.

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NBC-New York, 6/9/58





NBC-RADIO NETWORK PROGRAMS

BERT PARKS IS HONORED WITH 'TORCH OF HOPE'

Bert Parks, host of "Bert Parks' Bandstand" on the NBC Radio Network, has been awarded the 1958 Sportsmen's Club "Torch of Hope" Award of the City of Hope.

The organization is a non-sectarian group which provides free medical treatment and raises funds for medical research. The award, which was presented to Parks by George Jessel at ceremonies in the Rye Valley Country Club near Philadelphia on June 7, was made for his services as national radio and television chairman of the group. Previous winners of the award have included Bob Hope and the late Ellis Gimbel.

TWO TEXAS BONUS AFFILIATES ANNOUNCED BY NBC RADIO NETWORK

Station WVLF in Alpine, Texas, and Station KIUN in Pecos, Texas, have become bonus affiliates of the NBC Radio Network, Harry Bannister, Vice President in charge of NBC Station Relations announced. They will be bonuses to Station KRIG in Odessa, Texas.

KVLF, owned by Big Bend Broadcasters, Inc., operates on 1240 kilocycles with 250 watts power. KIUN, owned by KIUN, Inc., operates on 1400 kilocycles, also with 250 watts power. Gene Hendryx is general manager of both stations.

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BERT PARKS IS HONORED WITH "WARD OF HOPE"

Bert Parks, host of "Bert Parks Show" on the  
New Radio Network, has been awarded the 1955 "Ward of Hope"  
award of the City of New York.

The organization is a non-profit organization which  
provides free medical treatment and relief to the  
needing. The award, which was presented to Bert Parks  
last at ceremonies in the City of New York, was  
Philadelphia on June 7, was made for the first time in  
radio and television industry of the world. Bert Parks  
of the award have included not only the City of New York.

TWO THOUSAND HOURS AFFILIATES ANNOUNCED BY THE RADIO NETWORK  
Station WFLA in Tampa, Florida, and WFLA-TV in Tampa,  
and have become radio affiliates of the two radio networks, WFLA  
and WFLA-TV in Tampa, Florida, in the City of Tampa, Florida.

WFLA, owned by the Radio Network, and WFLA-TV, owned by  
the Radio Network, with 250 radio hours, WFLA, owned by the  
Radio Network, also with 250 radio hours, WFLA, owned by the  
Radio Network, is general manager of both stations.



# NBC COLOR TELEVISION NEWS

June 9, 1958

CREDITS FOR 'BOB CROSBY SHOW' COLORCASTS ON NBC-TV NETWORK

TIME: NBC-TV Network, colorcasts, Saturdays,  
8-9 p.m., EDT, from June 14 through  
Sept. 6, 1958.

FORMAT: Musical-variety starring Bob Crosby  
with Gretchen Wyler and guest stars.

GUEST STARS: For June 14 -- Everly Brothers and  
Joey Bishop.

CAST: Carl Hoff orchestra, Clay Warnick  
singers, Peter Gennaro dancers.

PRODUCER: Louis DaPron.

DIRECTOR: Cort Steen.

TECHNICAL DIRECTOR: Henry Bomberger.

WRITERS: Hugh Wedlock and Howard Snyder.

MUSIC DIRECTOR: Carl Hoff.

CHOREOGRAPHER: Peter Gennaro.

CHORAL DIRECTOR: Clay Warnick.

ANNOUNCER: Kenneth Roberts

SCENIC DESIGNER: Don Shirley

COSTUMER: Michi

(more)





2 - Credits for 'Bob Crosby Show'

UNIT MANAGER:

Jack Petry

SPONSORS AND AGENCIES:

On various dates by the American Dairy Association (through Campbell-Mithun, Inc.); Kimberly-Clark Corporation, for Kleenex Products (Foote, Cone and Belding); Knomark Manufacturing Co., Inc., for Esquire Shoe Polishes and Revlon Nail Care (Emil Mogul Co., Inc.); Noxzema Chemical Co. (Sullivan, Stauffer, Colwell and Bayles, Inc.); Radio Corporation of America and Whirlpool Corporation (Kenyon and Eckhardt, Inc.), and the Sunbeam Corporation (Perrin-Paus Co.).

ORIGINATION:

NBC-TV Network, Ziegfeld Theatre, New York City.

NBC PRESS REPRESENTATIVE:

All Cammann, New York.

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NBC-New York, 6/9/58

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# NBC COLOR TELEVISION NEWS

June 10, 1958

'HALLMARK HALL OF FAME' WILL PRESENT FIVE 90-MINUTE PRODUCTIONS  
AND ORIGINAL ONE-HOUR CHRISTMAS SHOW, ALL IN COLOR,  
DURING 1958-59 SEASON ON NBC-TV NETWORK

"The Hallmark Hall of Fame" program, winner of 14 leading awards during the past season, will present five 90-minute productions and an original one-hour Christmas show, all in color, on the NBC-TV Network next season.

The announcement was made jointly today by Joyce C. Hall, President, Hallmark Cards, Inc., and Robert E. Kintner, Executive Vice President, NBC Television Network.

The series will be produced by Milberg Productions with Mildred Freed Alberg as executive producer and George Schaefer as producer-director, the latter doing four of the six programs.

The renewal was arranged by Foote, Cone and Belding, Chicago, Hallmark's advertising agency. The advertiser has sponsored "The Hallmark Hall of Fame" on NBC-TV since January, 1952.

The series will begin Monday, Oct. 13, with a 90-minute (9:30-11 p.m., NYT) presentation of the Broadway and motion picture success, "Johnny Belinda," starring Julie Harris.

A major musical production is being planned for Thursday, Nov. 20 (9-10:30 p.m., NYT).

(more)





In addition to the special Christmas show, to be telecast Sunday, Dec. 14 (7-8 p.m., NYT), Milberg Productions is negotiating for an original play by James Costigan, author of the critically acclaimed "Little Moon of Alban," which was presented on "Hall of Fame" this past season. The telecast date will be Thursday, Feb. 5 (9:30-11 p.m., NYT).

The 1958-59 series will include a live repeat of the award-winning "Green Pastures" -- the first time the series has ever repeated a production -- on Monday, March 23 (9:30-11 p.m., NYT).

The final production, to be telecast Tuesday, April 28 (9:30-11 p.m., NYT), will be announced at a later date.

Acclaimed by viewers and critics for its distinguished and creative productions, "The Hallmark Hall of Fame" series received a George Foster Peabody Award during the 1957-58 season for "Outstanding Non-Musical Entertainment." The Peabody citation praised the series for "providing viewers with a varied fare of outstanding contemporary and classical theatrical productions, skillfully adapted and artistically and imaginatively presented."

Among its other awards, "Hall of Fame" received a Sylvania Award for "Best Dramatic Series." In honoring the series, the citation said, in part: "One dramatic series has done and is doing a great service to the American public...This series has made a great contribution by bringing television plays, all the way from 'Twelfth Night' to 'Green Pastures,' the great dramatic literature of all ages, in tasteful, interesting, and often exciting productions...(It is) a series which has done so much to reflect prestige and leadership on the company which sponsors it."



NBC'S DR. THOMAS E. COFFIN ELECTED PRESIDENT  
OF RADIO AND TELEVISION RESEARCH COUNCIL

Dr. Thomas E. Coffin, Director of Research for the National Broadcasting Company, was elected President of the Radio and Television Research Council at the organization's monthly meeting yesterday (June 9).

Also elected officers of the council -- an association of professional research people in the broadcasting field -- were Mrs. Mary McKenna, Director of Research and Sales Development for Radio Station WNEW, who was elected Vice President, and Marian Jackson, Media Research Supervisor at Foote, Cone and Belding advertising agency, who was elected Secretary-Treasurer.

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NBC-New York, 6/10/58





# NBC RADIO NETWORK NEWS

June 10, 1958

FAYE EMERSON JOINS NBC RADIO NETWORK'S STAR ROSTER  
AS NARRATOR OF "TRUE CONFESSIONS" DAYTIME DRAMAS

- - -

Series Starting New Format of Separate Story Each Day

Faye Emerson has been added to the roster of stars on the NBC Radio Network, it was announced today by Jerry A. Danzig, Vice President of NBC Radio Network Programs. Miss Emerson will narrate "True Confessions" starting Monday, June 16, when the afternoon radio drama initiates a new policy of presenting a complete story each day, instead of using a serial format.

The stories, written by top-flight authors and based on real life situations, will focus on "the moment of crisis in a relationship," according to Mr. Danzig. The plots will deal with emotional situations of long standing which are suddenly brought to a climax.

Miss Emerson, a noted personality of stage, screen, television and radio, will introduce each of the stories, which are based on material from True Confessions Magazine. Ernest Ricca is director of the program, which is produced by Roy Winsor Productions.

("True Confessions" is broadcast on the NBC Radio Network Mondays through Fridays, 2:05-2:30 p.m., EDT.)

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# NBC COLOR TELEVISION NEWS

'NOW, WILL YOU TRY FOR MURDER?'--DRAMA WITH QUIZ SHOW SETTING--  
WILL BE COLORCAST ON 'KRAFT MYSTERY THEATRE' JUNE 18

Why does a big-money winner on a TV quiz program disappear an hour before the show goes on the air?

That's the question that stumps the experts in "Now, Will You Try for Murder?" on "Kraft Mystery Theatre," Wednesday, June 18 (NBC-TV Network colorcast 9-10 p.m., EDT).

This behind-the-scenes drama of a TV giveaway show stars Lois Nettleton as a secretary and Al Morgenstern as a publicist. The cast includes Fred J. Scollay as a cop, Tom Carlin, Carl Frank, David Bauer and Rebecca Sands as executives of a fictitious quiz show, and Doreen Lang, as the wife of the big-money winner.

"Now, Will You Try for Murder?" was adapted by Harry Olesker from his novel of the same name. Frank Pacelli will direct. "Kraft Mystery Theatre" is produced by Alex March. David Susskind is the executive producer.

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NBC-New York, 6/10/58







# NBC COLOR TELEVISION NEWS

12 STARS OF 'NBC MATINEE THEATER' DRAMAS

WILL APPEAR IN 'COLLISION'

Twelve actors, all stars of past dramas on "NBC Matinee Theater," will appear in "Course for Collision" on the final live show of the series Friday, June 13 (NBC-TV Network colorcast, 3:00 p.m., EDT).

Dayton Loomis, Kent Smith, Lyle Talbot, Lawrence Dobkin, Addison Richards, Peter Hansen, Richard Long, Eddie Ryder, Robert Kerns, Casey Adams, Robert Patten and Herb Ellis will appear in the all-male drama about an atomic war set in the future. The story concerns the attempts of an American President and Canadian officials to prevent an atomic attack.

"NBC Matinee Theater" will continue through June 27 with re-run film presentations of earlier productions.

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## PROGRAM CHANGE FOR 'THE BIG GAME'

Tom Kennedy, who will emcee "The Big Game," new colorcast quiz show starting on the NBC-TV Network, Friday, June 13 (7:30 p.m., EDT), will not be called the "M-zee," as announced in the Daily News Report dated May 29. Kennedy will be referred to as the star of the series.

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NBC-New York, 6/10/58





June 11, 1958

NBC SIGNS TV AFFILIATION AGREEMENT WITH WGR-TV, BUFFALO

- - -

Contract Becomes Effective Oct. 1, When Network

Will Discontinue Operation of WBUF

The National Broadcasting Company has signed a television affiliation agreement, effective October 1, with WGR-TV in Buffalo, N. Y., it was announced today by Harry Bannister, NBC Vice President for Station Relations, and David C. Moore, President of Transcontinent Television Corporation, owner of the Buffalo station.

At the time the contract becomes operative, NBC will discontinue operation of WBUF, the ultra high frequency station the company now owns and operates in Buffalo.

"NBC's experience in Buffalo demonstrates that this UHF station cannot compete effectively against multiple VHF stations in the same market, and its situation will worsen when the third VHF station assigned to Buffalo comes on the air," Mr. Bannister said. "The company has devoted maximum efforts and resources to develop a productive UHF service in Buffalo. Nevertheless, the station is not succeeding, either competitively, financially, or as a service to the public and the advertisers. NBC is investigating various other

(more)





markets looking toward the possible acquisition and operation of a UHF station where the competitive handicaps are not so extreme, and where there may be a reasonable expectation of an effective operation."

"We are delighted to welcome WGR-TV back to the NBC Television Network. With this affiliation, we resume a relationship which in the past proved most beneficial to all interested parties -- the public in the Buffalo area, the advertisers, the stations, and the network."

"All of us at WGR-TV are delighted to re-affiliate with the National Broadcasting Company," Mr. Moore said. "We are confident that our station's VHF facilities will enable many more viewers in this area to receive NBC's excellent programs. WGR-TV was affiliated with NBC originally when it went on the air in August, 1954. It will continue to carry selected ABC-TV programs until such time as the establishment of another VHF TV facility in the community."

In its efforts over the past two and one-half years to make a success of WBUF, NBC built a modernized new studio plant for the station, increased tower height, increased power to a megawatt, upgraded the programming, and conducted a major WBUF promotion campaign on a continuing basis. As a result of these steps, 80 per cent of the TV receivers in Erie County (Buffalo) are now equipped to receive UHF service.

Despite this conversion rate and the availability of the full NBC schedule, WBUF, operating in competition with two VHF facilities within the market, has been unsuccessful in developing a

(more)



competitive audience position in the Buffalo area. Even in the city of Buffalo, where UHF conversions are highest, the station now has less than half the audience of either of the two Buffalo VHF stations. A five-year projection by NBC showed no prospect of significantly improving the station's audience position under the competitive handicaps in the Buffalo market, and indicated that WBUF would still be unable to achieve a status comparable to other NBC owned stations, thus severely limiting its usefulness to the community.

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NBC-New York 6/11/58





### 3 PROMOTIONS ANNOUNCED IN NBC RESEARCH AND PLANNING

Three promotions in NBC Research and Planning were announced today by Dr. Thomas E. Coffin, Director, Research, for the National Broadcasting Company. They are:

Marvin W. Baiman appointed Manager, Research Studies.

Jack B. Landis appointed Manager, Research Development.

William S. Rubens appointed Manager, Audience Measurement.

Mr. Baiman has been with NBC since February, 1952, when he joined the research department as a statistical analyst. A year later he was made research associate and in March, 1956, was named project supervisor. He has been supervisor, Surveys, since January, 1957. Mr. Baiman was with Richard Manville Research for four years before joining NBC. He is currently lecturer on radio and TV research methods and graphic statistics at City College of New York.

Mr. Baiman was graduated from City College of New York with a B. B. A. degree in 1948 and received an M. B. A. degree from New York University in 1950. He is married and lives with his wife and two children in Queens Village, N. Y.

\* \* \*

Mr. Landis started at NBC in January, 1950, as a junior research assistant. The following November he was appointed research assistant and in December, 1952, was named supervisor, Program Research. Since January, 1957, he has been Manager of Research Projects. He is a graduate of Hofstra College (B. A., 1948) and has done graduate work at Columbia University.

Mr. Landis, his wife and two children live in Jericho, L. I., N. Y.

\* \* \*



Mr. Rubens came to NBC in July, 1955, as assistant supervisor, Ratings, and was promoted to supervisor in June, 1957. Before joining NBC, Mr. Rubens worked, in turn, in the research departments of Benton and Bowles, Inc., Harry B. Cohen Advertising Company, Inc., and the American Broadcasting Company.

A graduate of the City College of New York (B. B. A., 1950), Mr. Rubens also did graduate work at New York University. He is married and lives in New York City.

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NBC-New York, 6/11/58





NBC-TV NETWORK PROGRAM

REVISED SCHEDULE OF 'FATHER KNOWS BEST' REPEAT PROGRAMS

The Summer repeat series of "Father Knows Best" will be telecast on NBC-TV Network, Wednesdays, 8:30-9 p.m., EDT, from June 18 through Sept. 3 (instead of from July 2 through Sept. 17 as previously announced). The revised schedule follows:

Wednesday, June 18 -- "Mother Goes to School"  
Wednesday, June 25 -- "The Way of a Dictator"  
Wednesday, July 2 -- "Margaret Learns to Drive"  
Wednesday, July 9 -- "Kathy Makes a Wish"  
Wednesday, July 16 -- "Man With a Plan"  
Wednesday, July 23 -- "Big Sister"  
Wednesday, July 30 -- "Follow the Leader"  
Wednesday, Aug. 6 -- "Mr. Beal Meets His Match"  
Wednesday, Aug. 13 -- "Calypso Bud"  
Wednesday, Aug. 20 -- "Awkward Hero"  
Wednesday, Aug. 27 -- "The Indispensable Man"  
Wednesday, Sept. 3 -- "Kathy's Big Chance"

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NBC-New York, 6/11/58





# NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE  
FOR JULY AND AUGUST, 1958 (TWO MONTHS)  
(ALL TIMES EDT)

JULY, 1958

Tuesday through Friday, July 1-4

12:30-1 p.m. -- "It Could Be You"

2:30-3 p.m. -- "Haggis Baggis"

Tuesday, July 1

8-9 p.m. -- "The Investigator"

Wednesday, July 2

9-10 p.m. -- "Kraft Mystery Theatre"

Thursday, July 3

7:30-8 p.m. -- "Tic Tac Dough"

10-10:30 p.m. -- "Price Is Right"

Friday, July 4

7:30-8 p.m. -- "Big Game"

Saturday, July 5

8-9 p.m. -- "The Bob Crosby Show" -- Starring Bob Crosby with  
Gretchen Wyler.

Sunday, July 6

7-7:30 p.m. -- "Noah's Ark"

8-9 p.m. -- "The Steve Allen Show"

9-10 p.m. -- "The Chevy Show"  
(more)





## 2 - NBC-TV Network Colorcast Schedule

### Monday through Friday, July 7-11

12:30-1 p.m. -- "It Could Be You" (pre-empted Tuesday, July 8 by  
The Wheaties Sports Page and the All-Star Baseball Game)

2:30-3 p.m. -- "Haggis Baggis" (pre-empted Tuesday, July 8 by  
All-Star Baseball Game).

### Monday, July 7

7:30-8 p.m. -- "Haggis Baggis"

### Tuesday, July 8

8-9 p.m. -- "The Investigator"

### Wednesday, July 9

9-10 p.m. -- "Kraft Mystery Theatre"

### Thursday, July 10

7:30-8 p.m. -- "Tic Tac Dough"

10-10:30 p.m. -- "The Price Is Right"

### Friday, July 11

7:30-8 p.m. -- "Big Game"

### Saturday, July 12

8-9 p.m. -- "The Bob Crosby Show" -- Starring Bob Crosby with  
Gretchen Wyler.

### Sunday, July 13

7-7:30 p.m. -- "Noah's Ark"

8-9 p.m. -- "Steve Allen Presents Eydie Gorme and Steve Lawrence."

9-10 p.m. -- "The Chevy Show"

### Monday through Friday, July 14-18

12:30-1 p.m. -- "It Could Be You"

2:30-3 p.m. -- "Haggis Baggis"

(more)

1917-18

1917-18 was a year of great change for the school. The principal, Mr. J. H. Smith, was succeeded by Mr. J. H. Jones. The school was reorganized and the curriculum was revised. The school was also moved to its present location.

1918-19

1918-19 was a year of great change for the school. The principal, Mr. J. H. Jones, was succeeded by Mr. J. H. Smith.

1919-20

1919-20 was a year of great change for the school. The principal, Mr. J. H. Smith, was succeeded by Mr. J. H. Jones.

1920-21

1920-21 was a year of great change for the school. The principal, Mr. J. H. Jones, was succeeded by Mr. J. H. Smith.

1921-22

1921-22 was a year of great change for the school. The principal, Mr. J. H. Smith, was succeeded by Mr. J. H. Jones.

1922-23 was a year of great change for the school. The principal, Mr. J. H. Jones, was succeeded by Mr. J. H. Smith.

1923-24

1923-24 was a year of great change for the school. The principal, Mr. J. H. Smith, was succeeded by Mr. J. H. Jones.

1924-25

1924-25 was a year of great change for the school. The principal, Mr. J. H. Jones, was succeeded by Mr. J. H. Smith.

1925-26 was a year of great change for the school. The principal, Mr. J. H. Smith, was succeeded by Mr. J. H. Jones.

1926-27

1926-27 was a year of great change for the school. The principal, Mr. J. H. Jones, was succeeded by Mr. J. H. Smith.

1927-28 was a year of great change for the school. The principal, Mr. J. H. Smith, was succeeded by Mr. J. H. Jones.

1928-29 was a year of great change for the school. The principal, Mr. J. H. Jones, was succeeded by Mr. J. H. Smith.

1929-30 was a year of great change for the school. The principal, Mr. J. H. Smith, was succeeded by Mr. J. H. Jones.

1930-31 was a year of great change for the school. The principal, Mr. J. H. Jones, was succeeded by Mr. J. H. Smith.

1931-32 was a year of great change for the school. The principal, Mr. J. H. Smith, was succeeded by Mr. J. H. Jones.

3 - NBC-TV Network Colorcast Schedule

Monday, July 14

7:30-8 p.m. -- "Haggis Baggis"

Wednesday, July 16

9-10 p.m. -- "Kraft Mystery Theatre"

Thursday, July 17

7:30-8 p.m. -- "Tic Tac Dough"

10-10:30 p.m. -- "The Price Is Right"

Friday, July 18

7:30-8 p.m. -- "Big Game"

Saturday, July 19

8-9 p.m. -- "The Bob Crosby Show" -- Starring Bob Crosby with  
Gretchen Wyler.

Sunday, July 20

7-7:30 p.m. -- "Noah's Ark"

8-9 p.m. -- "Steve Allen Presents Eydie Gorme and Steve Lawrence,"

9-10 p.m. -- "The Chevy Show"

Monday through Friday, July 21-25

12:30-1 p.m. -- "It Could Be You"

2:30-3 p.m. -- "Haggis Baggis"

Monday, July 21

7:30-8 p.m. -- "Haggis Baggis"

Tuesday, July 22

8-9 p.m. -- "The Investigator"

(more)





4 - NBC-TV Network Colorcast Schedule

Wednesday, July 23

9-10 p.m. -- "Kraft Mystery Theatre"

Thursday, July 24

7:30-8 p.m. -- "Tic Tac Dough"

10-10:30 p.m. -- "The Price Is Right"

Friday, July 25

7:30-8 p.m. -- "Big Game"

Saturday, July 26

8-9 p.m. -- "The Bob Crosby Show" -- Starring Bob Crosby with  
Gretchen Wyler.

Sunday, July 27

7-7:30 p.m. -- "Noah's Ark"

8-9 p.m. -- "Steve Allen Presents Eydie Gorme and Steve Lawrence."

9-10 p.m. -- "The Chevy Show"

Monday through Thursday, July 28-31

12:30-1 p.m. -- "It Could Be You"

2:30-3 p.m. -- "Haggis Baggis"

Monday, July 28

7:30-8 p.m. -- "Haggis Baggis"

Tuesday, July 29

8-9 p.m. -- "The Investigator"

Wednesday, July 30

9-10 p.m. -- "Kraft Mystery Theatre"

Thursday, July 31

7:30-8 p.m. -- "Tic Tac Dough"

10-10:30 p.m. -- "The Price Is Right"

\* \* \*

(more)



5 - NBC-TV Network Colorcast Schedule

AUGUST, 1958

Friday, Aug. 1

12:30-1 p.m. -- "It Could Be You"

2:30-3 p.m. -- "Haggis Baggis"

7:30-8 p.m. -- "Big Game"

Saturday, Aug. 2

8-9 p.m. -- "The Bob Crosby Show" -- Starring Bob Crosby with  
Gretchen Wyler.

Sunday, Aug. 3

7-7:30 p.m. -- "Noah's Ark"

8-9 p.m. -- "Steve Allen Presents Eydie Gorme and Steve Lawrence."

9-10 p.m. -- "The Chevy Show"

Monday through Friday, Aug. 4-8

12:30-1 p.m. -- "It Could Be You"

2:30-3 p.m. -- "Haggis Baggis"

Monday, Aug. 4

7:30-8 p.m. -- "Haggis Baggis"

Tuesday, Aug. 5

8-9 p.m. -- "The Investigator"

Wednesday, Aug. 6

9-10 p.m. -- "Kraft Mystery Theatre"

Thursday, Aug. 7

7:30-8 p.m. -- "Tic Tac Dough"

10-10:30 p.m. -- "The Price Is Right"

Friday, Aug. 8

7:30-8 p.m. -- "Big Game"

(more)





6 - NBC-TV Network Colorcast Schedule

Saturday, Aug. 9

8-9 p.m. -- "The Bob Crosby Show" -- Starring Bob Crosby with  
Gretchen Wyler.

Sunday, Aug. 10

7-7:30 p.m. -- "Noah's Ark"

8-9 p.m. -- "Steve Allen Presents Eydie Gorme and Steve Lawrence."

9-10 p.m. -- "The Chevy Show"

Monday through Friday, Aug. 11-15

12:30-1 p.m. -- "It Could Be You"

2:30-3 p.m. -- "Haggis Baggis"

Monday, Aug. 11

7:30-8 p.m. -- "Haggis Baggis"

Tuesday, Aug. 12

8-9 p.m. -- "The Investigator"

Wednesday, Aug. 13

9-10 p.m. -- "Kraft Mystery Theatre"

Thursday, Aug. 14

7:30-8 p.m. -- "Tic Tac Dough"

10-10:30 p.m. -- "The Price Is Right"

Friday, Aug. 15

7:30-8 p.m. -- "Big Game"

Saturday, Aug. 16

8-9 p.m. -- "The Bob Crosby Show" -- Starring Bob Crosby with  
Gretchen Wyler.

Sunday, Aug. 17

7-7:30 p.m. -- "Noah's Ark"

8-9 p.m. -- "Steve Allen Presents Eydie Gorme and Steve Lawrence."

9-10 p.m. -- "The Chevy Show"

(more)



7 - NBC-TV Network Colorcast Schedule

Monday through Friday, Aug. 18-22

12:30-1 p.m. -- "It Could Be You"

2:30-3 p.m. -- "Haggis Baggis"

Monday, Aug. 18

7:30-8 p.m. -- "Haggis Baggis"

Wednesday, Aug. 20

9-10 p.m. -- "Kraft Mystery Theatre"

Thursday, Aug. 21

7:30-8 p.m. -- "Tic Tac Dough"

10-10:30 p.m. -- "The Price Is Right"

Friday, Aug. 22

7:30-8 p.m. -- "Big Game"

Saturday, Aug. 23

8-9 p.m. -- "The Bob Crosby Show" -- Starring Bob Crosby with  
Gretchen Wyler.

Sunday, Aug. 24

7-7:30 p.m. -- "Noah's Ark"

8-9 p.m. -- "Steve Allen Presents Eydie Gorme and Steve Lawrence."

9-10 p.m. -- "The Chevy Show"

Monday through Friday, Aug. 25-29

12:30-1 p.m. -- "It Could Be You"

2:30-3 p.m. -- "Haggis Baggis"

Monday, Aug. 25

7:30-8 p.m. -- "Haggis Baggis"

Tuesday, Aug. 26

8-9 p.m. -- "The Investigator"

(more)



8 - NBC-TV Network Colorcast Schedule

Wednesday, Aug. 27

9-10 p.m. -- "Kraft Mystery Theatre"

Thursday, Aug. 28

7:30-8 p.m. -- "Tic Tac Dough"

10-10:30 p.m. -- "The Price is Right"

Friday, Aug. 29

7:30-8 p.m. -- "Big Game"

Saturday, Aug. 30

8-9 p.m. -- "The Bob Crosby Show" -- Starring Bob Crosby with  
Gretchen Wyler.

Sunday, Aug. 31

7-7:30 p.m. -- "Noah's Ark"

8-9 p.m. -- "Steve Allen Presents Eydie Gorme and Steve Lawrence."

9-10 p.m. -- "The Chevy Show"

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NBC-New York, 6/11/58





June 11, 1958

TWO AUTHORITIES TO EXPLORE 'PURPOSE OF AMERICAN EDUCATION'  
IN NOVEL DISCUSSION TECHNIQUE ON 'OUTLOOK'

Two noted educators, Dr. Robert M. Hutchins, president of the Fund for the Republic, Inc., and Dr. William G. Carr, executive secretary of the National Education Association, will explore -- via a novel discussion technique -- "The Purpose of American Education" on the NBC-TV Network's "Outlook" Sunday, June 29 (6:30 p.m., EDT).

With Chet Huntley as chairman, the telecast will open with six-minute statements by Dr. Carr and Dr. Hutchins. After these opening remarks, each participant will ask a series of three questions based on the other's statement. The respondent will not see these questions in advance, and the answers will be spontaneous. The remaining time will be used for informal discussion.

Reuven Frank, producer of "Outlook," developed this format to allow each participant enough time to develop the points he considers important, and to insure a straight-line approach during the ensuing discussion. Dr. Carr will speak from Cleveland, where the NEA opens its convention June 30, and Dr. Hutchins, formerly Chancellor of the University of Chicago and dean of Yale Law School, will appear in New York.

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NBC-TV NETWORK AND RADIO PROGRAM

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'MAYOR' ART LINKLETTER IS HONORED

Art Linkletter, host of "People Are Funny" (NBC-TV and Radio Networks), received a plaque for his "outstanding contributions and leadership" as the honorary mayor of Hollywood at a luncheon June 10 sponsored by the Hollywood Charitable Foundation.

The plaque, a bronze etching of the honored guest, is a replica of one which will hang in the office of the Hollywood Chamber of Commerce. Presenting the award before more than 450 civic leaders, C. D. Ryder, Jr., president of the Foundation, said, "This tribute is small payment for the untiring efforts of Art Linkletter in behalf of the Hollywood community. His work has been of immeasurable aid in the Foundation's fund-raising activities aimed at helping crippled and sick children."

Accepting the plaque, Art paid tribute to the 10 local service organizations of the Foundation for "their fine cooperative efforts, proving that service clubs can rise above petty jealousies to achieve a worthwhile goal."

Linkletter has two more months to serve as honorary mayor.

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NBC-New York, 6/11/58





IT'S LIEUTENANT FRIDAY AND SERGEANT SMITH NOW!

'DRAGNET' POLICE OFFICERS EARN PROMOTIONS

Promotions have come through for Sergeant Joe Friday (Jack Webb) and Officer Frank Smith (Ben Alexander).

Friday will become a lieutenant and Smith a sergeant in the telecast of "Dragnet" Thursday, June 19 (NBC-TV Network, 8:30 p.m., EDT).

The new ranks go into effect after the two police officers capture "Gentlemen" Wallard, wanted on bunco fugitive warrants after he has preyed on persons recently bereaved.

Jay Jostyn will portray, "Gentlemen" Wallard. Others in the cast are Art Ballinger as Captain Didion, Ken Peters as Sergeant Clark, Shirley Buchanan as Jean Forman, Nancy Evans as Elizabeth Seecor and Booth Coleman as Merle Sanner.

NEW STARTING DATE FOR NIGHTTIME 'IT COULD BE YOU'

"It Could Be You," NBC-TV Network show of surprises, will be presented Wednesday nights at 10 p.m., EDT during the Summer starting July 2 (instead of June 25 as previously announced) in addition to its Monday-through-Friday daytime telecasts. The Wednesday night series will take the time spot of "This Is Your Life," which will continue through June 25.

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NBC-New York, 6/11/58





## TRADE NEWS

June 12, 1958

### CARTER PRODUCTS AND W.F. YOUNG TO SPONSOR LAST-HOUR COVERAGE OF NATIONAL OPEN GOLF CHAMPIONSHIP

Carter Products, Inc., and W.F. Young, Inc., have signed to sponsor the last hour of the NBC-TV Network's coverage of the final holes of the 58th annual National Open Golf Championship Saturday, June 14.

The National Open, telecast from Southern Hills Country Club in Tulsa, Okla., will follow NBC-TV's "Major League Baseball" game, starting at approximately 4:30 p.m., EDT and continuing until 7:30 p.m., EDT. The sponsored portion will run from 6:30-7:30 p.m., EDT.

Carter Products' order is for its Rise shaving cream and was placed through Sullivan, Stauffer, Colwell and Bayles, Inc. W.F. Young's order is for its Absorbine Jr. and was placed through the J. Walter Thompson Company.

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CREDITS FOR NATIONAL OPEN GOLF CHAMPIONSHIP  
COVERAGE ON NBC-TV NETWORK

DATE AND TIME: NBC-TV Network, Saturday, June 14, starting at approximately 4:30 p.m., EDT (following "Major League Baseball" telecast) and continuing until 7:30 p.m., EDT.

PROGRAM COVERAGE: Action at the final three holes of the 58th annual National Open Golf Championship at Southern Hills Country Club in Tulsa, Okla. This is the fifth consecutive year that NBC-TV has covered the tourney windup. Seven TV cameras will be used for the telecast.

FACTS ON COURSE: Southern Hills is 6,907-yard, par 70 course. Holes being televised are:  
No. 16 -- 538 yards, par 5  
No. 17 -- 346 yards, par 4  
No. 18 -- 468 yards, par 4

COMMENTATORS: Lindsey Nelson at 18th hole, Ray Scott at 17th, Chick Hearn at 16th.

PRODUCER: Perry Smith

DIRECTORS: Jack Dillon and Ted Nathanson.

SPONSORS AND AGENCIES: Carter Products, Inc. (Sullivan, Stauffer, Colwell and Bayles, Inc.) and W. F. Young, Inc. (J. Walter Thompson Company) will co-sponsor the 6:30-7:30 p.m. portion.

NBC PRESS REPRESENTATIVE: Bob Goldwater, New York.

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NBC-New York, 6/12/58







## TRADE NEWS

June 12, 1958

PEOPLE WHO MAKE HEADLINES AND PEOPLE WHO JUST READ THEM AMONG  
GUESTS ON 'THE BEST OF GROUCHO' ON NBC-TV AND RADIO NETWORKS

- - -

Summer Series Features Repeats of 'Groucho Marx--You Bet Your Life'

People who have made headlines and people who just read them comprise the human parade confronting quizmaster Groucho Marx in "The Best of Groucho" Summer series. It begins on NBC Radio Monday, June 23 (8:05-8:30 p.m., EDT) and on NBC-TV Network Thursday, June 26 (8-8:30 p.m., EDT).

Participating NBC Radio Network sponsors during this series will be Grove Laboratories, Inc., through Garfield Advertising, Inc., of San Francisco; Pabst Brewing Company, through the Norman, Craig and Kummel advertising agency of New York, and Armour and Company, through the Foote, Cone and Belding advertising agency of Chicago.

Alternating NBC-TV Network sponsors will be the DeSoto Division of Chrysler Corporation through the Batten, Barton, Durstine and Osborn advertising agency of New York, and the Toni Company, Division of the Gillette Company, through North Advertising, Inc., of Chicago.

(more)



These repeats of favorite programs from the "Groucho Marx--You Bet Your Life" series, will include appearances of such celebrities as Mona Young, formerly Miss Norway; strong Man Paul Anderson; author C. S. Forester; Billy Bryant, riverboat captain; Greta Andersen, swimming champion, and Frank Jarecki who, a couple of years ago, flew a Russian jet plane from behind the Iron Curtain to freedom in Denmark.

Contestants in the opening show will be Mallou and Jean Bellon, Hollywood restaurant owners; and Beverly Wilmering of Hollywood, former woman Marine, who will be paired with Arturo Gonzalez-Gonzalez, guitar-player of Venice, Calif.

May Buzzell of Los Angeles, hillbilly singer, will be teamed with C. S. Forester of Berkeley, Calif., author of the Captain Hornblower stories, on radio June 30 and television July 3. Eileen Thomas, Eddie Fisher's secretary, and Elmer Von Schaible, Carson City (Nev.) trapper, will be on the same program.

Contestants July 7 (radio) and July 10 (TV) will be Marie Haven, San Gabriel (Calif.) housewife, with Ray Moyer of Los Angeles, movie-set decorator; and Catherine Brousset, former wife of a Paris city official, with Carl Terzian, president of the student body of the University of Southern California.

Yasuko Fujii, Japanese singer, and brush salesman Raul Anaya of Reseda, Calif., will be contestants July 14 (radio) and July 17 (TV), along with Ruby Dickey, housewife, of Sherman Oaks, Calif., and exporter Juan Santamaria of Costa Rica.

(more)







3 - 'Groucho Marx--You Bet Your Life'

Contestants July 21 (radio) and July 24 (TV) will be Karma Gulliver, P.T.A. president of Van Nuys, Calif., with Larston Farrar, writer, of Washington, D.C.; and Captain Bryant, of Point Pleasant, W. Va., with Yvonne Flint of La Canada, Calif., student at the University of Southern California.

"The Best of Groucho" series will run through Sept. 18.

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NBC-New York, 6/12/58



# NBC RADIO NETWORK NEWS

June 12, 1958

WRUF, PIONEER STATION OPERATED AS AUXILIARY OF UNIVERSITY OF FLORIDA  
IN GAINESVILLE, TO BE AN NBC RADIO NETWORK AFFILIATE

One of the nations' earliest radio stations -- WRUF, in Gainesville, Fla. -- will become affiliated with the NBC Radio Network on July 1, Harry Bannister, Vice President in charge of NBC Station Relations, announced today.

Established in 1928, WRUF is a commercial station operated as an auxiliary of the University of Florida. It operates with 5,000 watts on 850 kilocycles. Kenneth F. Small is Director.

WRUF was created as a state radio station through the efforts of a State Radio Committee of One Hundred. It was located at the University of Florida because of the central location, engineering personnel available to operate it, and the sources of program material provided by the College of Agriculture and other specialists at the university.

Operating at first chiefly as an educational station, on funds appropriated by the Florida State Legislature, WRUF almost became a casualty of the depression. In 1933, the Legislature demanded that the station earn part of its expenses, and, in 1939, all state funds were cut off. WRUF had to become completely self-supporting.

(more)



2 - WRUF -- New Affiliate

New transmitters were installed in 1948. At the same time, WRUF-FM went into operation. In February of 1956, the studios were moved into their new location in the Stadium Building, where WRUF's facilities are among the most modern and attractive of any five kilowatt station.

One prime function WRUF has performed throughout its history is the training of students in broadcasting. University of Florida graduates occupy positions in radio and television across the country. Currently, 14 students are paid part-time members of the WRUF staff and another 10 work for WRUF-FM without pay.

Gainesville is located in the geographic center of Florida. Population within a 50-mile radius is estimated at 210,000.

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NBC-New York, 6/12/58





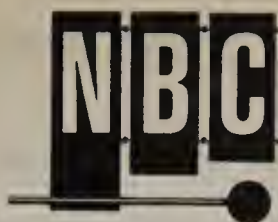
ROBERT S. FINKEL SIGNED AS PRODUCER AND DIRECTOR  
OF 'THE FORD SHOW' FOR 1958-59 SEASON

Robert S. Finkel has been signed as producer and director of "The Ford Show," starring Tennessee Ernie Ford, for the 1958-59 season, it was announced today by Robert F. Lewine, Vice President, Television Network Programs, for the National Broadcasting Company. "The Ford Show" will be presented on the NBC Television Network Thursdays, 9:30-10 p.m., NYT, beginning Oct. 2.

For the past two seasons, Finkel has been producer of NBC-TV's "Perry Como Show." Before joining the Como program, he had been producer or director of many of other NBC-TV Network shows including "The Dean Martin-Jerry Lewis Show," the "Happy New Year" special, the "Alcoa-Hour's first colorcast and "The People's Choice."

NBC-New York, 6/12/58





## FEATURE

June 12, 1958

MEET THE FRASER FAMILY--THE MAIN  
CHARACTERS IN 'FROM THESE ROOTS'

- - -

Monday-through-Friday Series Starts June 30 on NBC-TV Network

The new dramatic serial, "From These Roots," which will start on the NBC-TV Network Monday, June 30 (Mondays through Fridays, 3:30-4 p.m., EDT), will unfold a story of the Fraser Family and their friends and associates in the small town of Stratfield, U. S. A.

The dramatic portrayal of this large family and its many branches will involve a large cast. The story will treat the family as it comes to grips with the emotional stresses and conflicts of present day living.

Heading the family is Ben Fraser, a man of about 65, editor of the town newspaper. He has a brother, two sisters and three grown-up children, two of whom are married and have children of their own. It is with Liz, Ben Fraser's youngest daughter that the story of "From These Roots" will open. She is a budding writer coming into a bright career in journalism. But she is faced with the problem that many women face: Can she have a career and marriage too?

Interlaced with the Fraser family fortunes is the story of two doctors -- Dr. George McAndrew, longtime crony of Ben Fraser and head of the Allen Research Foundation of Stratfield, and young Dr. Buck Weaver.

(more)



Page 10

THE NATIONAL ARCHIVES AND RECORDS ADMINISTRATION  
WASHINGTON, D. C. 20540

Enclosed for the National Archives and Records Administration are the following items:

1. A copy of the report of the National Archives and Records Administration dated 10/1/68, entitled "The National Archives and Records Administration: A History of the Agency's Development." This report is being submitted to the National Archives and Records Administration for its information and use.

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The authors of "From These Roots" -- Frank Provo and John Pickard -- have elaborated on the title in a poetic description: "From these roots grow branch, leaf, and flower, children of the sheltering earth, ripening in the tumult of the seasons -- generation unto generation."

Following is a Fraser family tree:

## The FRASER FAMILY

EBEN m ADELAIDE CHURCH  
(deceased) (deceased)

BEN m SARAH HOOPER  
(65) (deceased)

MYRA  
(59)  
(maiden aunt)

MILDRED m FRED BARNES  
(48) (51)  
(bank)

MATTHEW  
(50)

LOIS  
(25)

ELIZABETH  
(26)

EMILY  
(38)

m JIM BENSON  
(38)  
(mill foreman)

BEN JR. m ROSE CORELLI  
(37) (36)  
(farm)

LYDDIE  
(17)

TIM  
(19)

DAN  
(17)

SARAH  
(11)

ROBIN  
(6)

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NBC-TV NETWORK PROGRAM

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APPENDECTOMY FORCES WARD BOND OUT OF ONE OF NEXT SEASON'S  
"WAGON TRAIN" EPISODES AS SHOOTING BEGINS IN HOLLYWOOD

Shooting on next season's "Wagon Train" series for the NBC-TV Network began yesterday (June 11) in Hollywood, despite the absence of Ward Bond, one of the stars.

Bond was rushed to St. John Hospital, Santa Monica, for an emergency appendectomy hours before the shooting was to begin. He is reported in good condition and anxious to get back to work. But in the meantime, some fast reshuffling on the part of producer Howard Christie is moving work on "The Liam Fitzmorgan Story" episode without delay.

Instead of featuring Bond, as originally written, the script will feature Robert Horton, the other regular star of the series. This arrangement should tide over the production schedule until Bond returns in about three weeks.

Last September, Bond fractured a hip during a "Wagon Train" filming, necessitating the writing of this injury into the script for some weeks.

"Wagon Train" returns with a series of new episodes on Oct. 1. It will continue in the Wednesday (7:30-8:30 p.m., NYT) time-spot.

Starting July 2, re-runs from the past season will be televised through the Summer.

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CORRECTIONS, PLEASE FOR 'FATHER KNOWS BEST' SUMMER SCHEDULE

NOTE TO EDITORS: Please bear with us while we set the record straight on the schedule of repeat telecasts for "Father Knows Best" for the Wednesdays of June 18 through Sept. 17 (NBC-TV Network, 8:30-9 p.m., EDT). This supersedes schedule released in the Daily News Report dated 6/11/58:

Wednesday, June 18 -- Repeat telecast of the episode "Bud, the Executive" (Not in the Summer repeat schedule.)

Wednesday, June 25 -- Repeat telecast of "Sentenced to Happiness" (Not in Summer repeat schedule.)

From July 2 through September 17, the Summer schedule of repeat telecasts is as follows:

Wednesday, July 2 -- "Mother Goes to School"

Wednesday, July 9 -- "The Way of a Dictator"

Wednesday, July 16 -- "Margaret Learns to Drive"

Wednesday, July 23 -- "Kathy Makes a Wish"

Wednesday, July 30 -- "Man With a Plan"

Wednesday, Aug. 6 -- "Big Sister"

Wednesday, Aug. 13 -- "Follow the Leader"

Wednesday, Aug. 20 -- "Mr. Beal Meets His Match"

Wednesday, Aug. 27 -- "Calypso Bud"

Wednesday, Sept. 3 -- "Awkward Hero"

Wednesday, Sept. 10 -- "The Indispensable Man"

Wednesday, Sept. 17 -- "Kathy's Big Chance"

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NBC-New York 6/12/58



CHANGES, PLEASE FOR FASTER KNOWLEDGE SCHEDULE

NOTE TO FOLLOW: Please bear with us while we are in

secret tonight on the schedule of repeat telecasts for "Faster Knowl-  
edge" for the Wednesday of June 18 through Sept. 17 (WFO-TV Network).  
:30-9 p.m., EDT. This schedule schedule is in the daily

was report dated 6/11/58:

Wednesday, June 18 -- Repeat telecast of the episode "But,

the Executive" (Not in the Summer repeat schedule).

Wednesday, June 23 -- Repeat telecast of "Sentenced to

Appliances" (Not in Summer repeat schedule).

From July 1 through September 17, the Summer schedule of

repeat telecasts is as follows:

Wednesday, July 2 -- "Notary John to School"

Wednesday, July 9 -- "The Way of a Scientist"

Wednesday, July 16 -- "My Father's Lesson to Me"

Wednesday, July 23 -- "What's a Wife"

Wednesday, July 30 -- "Men with a Plan"

Wednesday, Aug. 6 -- "The Sister"

Wednesday, Aug. 13 -- "Behind the Scenes"

Wednesday, Aug. 20 -- "Mr. Deal Needs His Lunch"

Wednesday, Aug. 27 -- "Calypso and"

Wednesday, Sept. 3 -- "Auntie Mame"

Wednesday, Sept. 10 -- "The Incredible Mr. Horn"

Wednesday, Sept. 17 -- "Katie's Big Chance"



June 12, 1958

WHO'S WHO IN NBC NEWS

William R. McAndrew	Vice President, NBC News
J. O. Meyers	Director, NBC News
Samuel Sharkey	Editor, NBC News
Rex Goad	Manager, NBC News
Leonard Allen	Manager, TV News Film Assignments
Eugene Juster	Manager, News Film Operations
Arthur Wakelee	Manager, Special News Programs
Chet Hagan	Producer, Special News Programs
Stanley Rotkewicz	Manager, Budgets and Pricing
Leslie Vaughan	Manager, Administration
Don Meaney	National TV News Editor
David Klein	Television Assignment Editor
William Quinn	Assistant Television Assignment Editor
James Pozzi	Supervising Film Editor
Edward Gough	Newsroom Supervisor
Harry McCarthy	Newsroom Supervisor
Arthur Hepner	Network News Contact

(more)



"NBC NEWS" AND "OUTLOOK"

Reuven Frank	Producer
Chet Hagan	Producer, Special News Programs
Chet Huntley	Editor, Commentator
David Brinkley	Editor, Commentator
Eliot Frankel	News Editor
James Kitchell	Director
Jack Sughrue	Director
Piers Anderton	Writer
William Hill	Writer
George Murray	News and Feature Associate

NEW YORK WRITERS

James Aldrich	Eugene Farinet	Jerry Jacobs
Kenneth Bernstein	William Fitzgerald	Stuart Little
James Boozer	Steve Flanders	George Vaught
William Boyle	Larry Ganger	Sumner Weener
Don Cameron	Paul Good	Russ Willis
William Corley	James Harper	Helen Marmor
Joseph Dembo	Ray Hasson	Ric Ballard
	Dan Grabel	

NEW YORK COMMENTATORS, REPORTERS

Frank Blair	Chet Huntley	Wilson Hall
Morgan Beatty	Merrill Mueller	Roy Owen
Henry Cassidy	Leon Pearson	Gabe Pressman
W. W. Chaplin	Ben Grauer	William Ryan
Pauline Frederick	Lee Hall	

(more)





NEW YORK CAMERAMEN, TECHNICIANS

Sy Avnet	Cameraman
Thomas Priestley	Cameraman
Jesse Sabin	Cameraman
Santino Sozio	Cameraman
Irving Smith	Cameraman
Joseph Vadala	Cameraman
Thomas Landi	Assistant Cameraman
Paul Lipschulz	Cameraman's Assistant
Allan Geller	Cameraman's Assistant
Herman Van Devender	Cameraman's Assistant
William Baer	Lab Liaison
Jerry Gold	Soundman
George Jordan	Soundman
Warren Redden	Soundman
Anthony Gamiello	Electrician
Charles Schlosser	Electrician
Edward Mueller	Maintenance-Electrician
John Krumpelbeck	News, Feature Assistant

FOREIGN NEWS BUREAUS

LONDON

Joseph C. Harsch	Senior European Correspondent
Robert Abernethy	Correspondent
John Peters	Cameraman
Chris Callery	Cameraman
Florence Peart	Office Manager

(more)



#### 4 - Who's Who in NBC News

##### PARIS

Leif Eid	Manager and Correspondent
Paul Archinard	Operations

##### ROME

Edwin Newman	Mediterranean Correspondent
Edmondo Ricci	Cameraman

##### BERLIN

John Rich	Correspondent
Gary Stindt	Manager, NBC News Film, Central Europe
Harry Thoess	Cameraman
Peter Dehmel	Cameraman-Soundman
Joe Oexle (Munich)	Cameraman

##### CAIRO

Welles Hangen	Mid-East Correspondent
Farhad Bayat	Cameraman

##### TOKYO

Cecil Brown	Correspondent
Yung Su Kwon	Cameraman

##### HONG KONG

James Robinson	Correspondent
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##### VIENNA

John Chancellor	Correspondent
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##### MOSCOW

Irving R. Levine	Correspondent
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##### BIERUT

Henry Toluzzi	Cameraman
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DOMESTIC: NATIONAL BUREAUS

WASHINGTON, D. C.

Julian Goodman	Manager, NBC News for Washington, D. C.
Russ Tornabene	Network News Desk Supervisor
Arthur Barriault	Congressional Correspondent
Frank McGee	Correspondent
Ray Scherer	White House Correspondent
David Brinkley	Correspondent
Richard Harkness	Correspondent
Robert McCormick	Correspondent
Herb Kaplow	Correspondent
Ray Henle	Correspondent
Ned Brooks	Correspondent
Peter Hackes	Correspondent
L. William McDonald	News Film Supervisor
Burt Ivry	Assistant News Desk Supervisor
Ralph H. Peterson	Director
Charles O. Jones	Director
Brad Kress	Cameraman
Dave Weigman	Cameraman
James Curtis	Film Technician
John Langenegger	Soundman
John Hofen	Soundman

(more)





CHICAGO

William Ray	Manager, NBC News, Central Division
Frank Jordan	Manager, News Operations
Jim Hurlbut	Correspondent
Sander Vanocur	Correspondent
Dick Applegate	Correspondent
Jack Angell	Correspondent
Len O'Connor	Correspondent
Clifton Utley	Correspondent
Frayn Utley	Correspondent
Alex Dreier	Correspondent
Clint Youle	Correspondent
Norman Barry	Correspondent
Bill Birch	Cameraman
Bruce Powell	Cameraman
Earle Crotchett	Cameraman
John Dial	Soundman
Harold Kluehe	Soundman
William Hunt	Soundman
Walter Pfister	Writer
Peter Jacobi	Writer
Don Bresnahan	Writer
Charles Baker	Writer
John Erp	Writer
Walt Grisham	Writer
Sam Saran	Writer
Ray Nelson	Writer
Bill Warrick	Writer

(more)



7 - Who's Who in NBC News

LOS ANGELES

John H. Thompson	Manager, NBC News, Pacific Division
Ed Conklin	Manager, News Operations
Don Roberts	Assistant Manager, News Operations
Roy Neal	Correspondent
Elmer Peterson	Correspondent
Lee Nichols	Correspondent
Bob Wright	Correspondent
Lee Giroux	Reporter
Jack Latham	Reporter
Dick Smith	News Assistant
Dexter Alley	Cameraman
Gene Barnes	Cameraman
Eli Ressler	Cameraman
Ted Mann	Soundman
Dorothy Seaton	Film Editor
Rafe Newhouse	Film Editor
Jim Dooley	Newswriter
Ed Haaker	Newswriter
Bert Frank	Newswriter
Roy Heatley	Newswriter

SAN FRANCISCO

Ed Arnow	Correspondent
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(more)





8 - Who's Who in NBC News

DALLAS

Maurice Levy

Southwest Regional Cameraman

ATLANTA

Robert Blair

Southeast Regional Cameraman

\* \* \*

NBC PRESS REPRESENTATIVE:

Bud Rukeyser (New York)

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NBC-New York, 6/12/58





# TRADE NEWS

June 13, 1958

PREMIERE

'DECISION' -- FILM SERIES OF 7 FIRST-RUN AND 6 REPEAT PROGRAMS --  
WILL TAKE SUMMER TIME-SPOT OF 'THE LORETTA YOUNG SHOW'

- - -

Procter & Gamble to Sponsor Schedule Starting July 6

"Decision" -- a combination of seven new pilot films and re-runs of six high-rated telecasts -- will be presented Sundays in the Summer time-spot of "The Loretta Young Show" on the NBC-TV Network beginning July 6 (10-10:30 p.m., EDT). "Decision" will continue through Sept. 28.

The Procter & Gamble Company, which recently renewed sponsorship of "The Loretta Young Show" for the sixth consecutive season, sponsors "Decision" also. The advertising agency is Benton and Bowles, Inc.

The new first-run films on "Decision" are: "The Virginian," "The Danger Game," "The Tall Man," "Indemnity," "Stand and Deliver," "Man Against Crime" and "Adventures of Mike Shane." The remaining six shows on the following schedule are re-run films:

July 6 -- "The Virginian," starring James Drury.

July 13 -- "50 Beautiful Girls," starring Barbara Bel Geddes.

July 20 -- "The Danger Game," starring Ray Danton.

(more)



July 27 -- "The Tall Man," starring Michael Rennie.  
Aug. 3 -- "Sudden Silence," starring Barbara Stanwyck.  
Aug. 10 -- "Indemnity," starring Richard Kiley.  
Aug. 17 -- "Stand and Deliver," starring Louis Hayward.  
Aug. 24 -- "Night of the Stranger," starring George Sanders.  
Aug. 31 -- "Fear Has Many Faces," starring James Whitmore.  
Sept. 7 -- "High Air," starring William Bendix,  
Sept. 14 -- "Markheim," starring Ray Milland.  
Sept. 21 -- "Man Against Crime," starring Darren McGavin.  
Sept. 28 -- "Adventures of Mike Shane," starring Mark Stevens.

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NBC-New York, 6/13/58







# TRADE NEWS

June 13, 1958

PREMIERE

"WINNERS' CIRCLE," NEW QUIZ GAME FOR STUDIO CONTESTANTS  
AND HOME VIEWERS, STARTS JUNE 24 ON NBC-TV NETWORK

Studio contestants and home viewers will be trying to reach the "Winners' Circle" in the new quiz game by that title, starting on the NBC-TV Network Tuesday, June 24 (7:30 to 8 p.m., EDT).

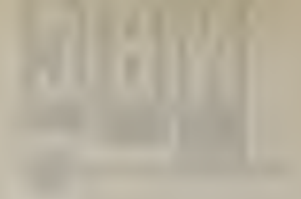
Master of ceremonies for the new series will be announced soon.

The quiz aspect of "Winners' Circle" is set up to resemble a horse race, with five contestants racing for the finish line by answering the same questions. The victor keeps his winnings, which will not be at stake when he returns the following week with a chance to increase his total.

The show employs three electronic devices -- a Vuegraph machine by which the answers of the five players are projected onto screens behind them in their own handwriting, a racetrack showing the relative position of the entries and a "tote" board which keeps a running record of their monetary progress.

The five contestants run through two rounds of questions. As a category is announced, each player in turn sets the pace by naming the amount of money that the question is worth. A correct

(more)



Page 1 of 1

10/10/10

THE FIRST PART OF THE REPORT, WHICH IS THE  
GENERAL STATEMENT OF THE FACTS, IS AS FOLLOWS:

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The first part of the report is the general statement of the facts, which is as follows: The first part of the report is the general statement of the facts, which is as follows: The first part of the report is the general statement of the facts, which is as follows:

## 2 - "Winners' Circle"

answer by the pacesetter earns him a double award, while his fellow entries are eligible for only the single amount. The player ahead at the finish line wins the amount he has accumulated, while his opponents win merchandise as consolation prizes.

Meanwhile, at-home viewers also may join the "Winners' Circle" and share in prize money. At the conclusion of each show, the next week's contestants will be introduced, and will relate their family, business and educational background. With this introduction, viewers will send in postcards predicting the order of finish.

Throughout the 30-minute show, a "postcard girl" will be drawing cards from a huge drum, and all those drawn which correctly list the winner will earn the sender a share in an amount of money equal to the winner's purse. Viewers who correctly list the correct order of all five entries will have a chance to share in a big jackpot of merchandise.

At-home winners will be notified by registered mail, which will include a return mailer with space for their next week's choices. These are added to those viewers' postcards drawn during the next week's on-the-air contest. In this manner, a home viewer has the chance to parlay his winnings from week to week until he loses.

"Winners' Circle" will originate in NBC studios in New York. Win Elliot, creator of the program with Peg Mayer, will be the producer, and Alan Beaumont will be the director.

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NBC-New York, 6/13/58









# TELEVISION NEWS

"TODAY" WILL PRESENT "THE GOLDEN YEARS"--A WEEK-LONG REPORT  
ON AMERICA'S "OLDER FOLKS"--JUNE 30-JULY 4

"The Golden Years" -- a report on America's "older folks" -- will be presented in a special week-long feature on the NBC-TV Network's "Today" series Monday through Friday, June 30 through July 4.

Guided by Dave Garroway, the series will offer an in-depth examination of five aspects of our elder population, specifically "Medical" (June 30), "Financial" (July 1), "Sociological" (July 2), "Compulsory Retirement" (July 3), and "Recreation" (July 4).

The programs will be highlighted by remote "live" pick-ups from across the country as well as by special filmed features.

"The Golden Years" marks the second occasion since the inception of "Today," six years ago, that a full week of programs has been devoted to a single theme. Earlier this year (April 7-11) "Today" presented a week-long comprehensive study of the American teenager, "The Threshold Years."

Details of each day's subject matter follow:

Monday, June 30 -- "Today" presents the story of how medicine has extended life expectancy, also how -- day by day -- there are new findings from both medical and psychological research on the subject of old age. The field of "geriatrics" -- a "subdivision of medicine which is concerned with old age and its diseases" -- will be explored.

(more)



Tuesday, July 1 -- The financial phase of the old age problem will be investigated, shedding new light on increased buying power of the aged. There will be a special feature on how to plan -- early in life -- for a financially secure old age.

Wednesday, July 2 -- "Today" reporters will visit an "old people's hotel" and also a nursing home to interview the guests. There will be discussions of what happens when the family unit breaks up, what the responsibility is of the child to his elder parent and, conversely, the old person to his family. There will also be a report on the increase in marriages among older people.

Thursday, July 3 -- "Today" will delve into the pros and cons of compulsory retirement, attempting to answer the questions: "Should workers be forced to retire at a set age?" "Should this age limit be extended?" "As a nation are we losing a tremendous pool of know-how by retiring our older people?"

Friday, July 4 -- The question of "How do older people spend their time?" will take "Today" to many places -- and there will be many answers. Other questions for examination will be: "Will our future generation of older people know how to spend their spare time?" and "Are we teaching them in their younger years how to live in their older years?"

"Today" is telecast Monday through Friday on the NBC-TV Network except WRCA-TV, 7-10 a.m., EDT; on WRCA-TV, 7-9 a.m., EDT.

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NBC-New York, 6/13/58







June 13, 1958

NBC-TV AND RADIO NETWORKS TO CARRY EISENHOWER'S ADDRESS  
BEFORE CANADIAN PARLIAMENT JULY 9

President Eisenhower's address before the joint session of the Canadian Parliament in Ottawa on Wednesday, July 9, will be presented live by the NBC Television Network (including WRCA-TV) from 10 to 10:30 a.m., EDT (or to conclusion). The NBC Radio Network will carry the address by tape-recording from 1:05 to 1:35 p.m., EDT (or to conclusion). (Time for WRCA will be announced.)

Canada's Prime Minister, John Diefenbaker, will introduce the President.





THE NATIONAL ARCHIVES AND RECORDS ADMINISTRATION  
OFFICE OF THE ARCHIVAL SERVICES

The National Archives and Records Administration is the central authority for the preservation and management of the nation's historical records. It is responsible for the collection, organization, and maintenance of records of enduring value to the United States. The Administration also provides guidance and support to federal agencies in the management of their records. The National Archives and Records Administration is a part of the National Archives and Records Administration, which is a part of the National Archives and Records Administration.

Approved for Release

VINCENT J. RISO JOINS RADIO SALES STAFF OF NBC SPOT SALES

Vincent J. Riso has joined the radio sales staff of NBC Spot Sales, it was announced today by George Dietrich, Director of Radio Spot Sales.

Mr. Riso had been an account executive with the Radio Advertising Bureau for two years. Previously he had been in the Promotion and Advertising Department of Station WNEW, New York, for six years and with the Advertising and Sales staff of the American Tobacco Company for five years.

A graduate of Columbia University, Mr. Riso later did graduate work at the University of Minnesota. He served in five campaigns in World War II, with the rank of master sergeant, and was awarded the Bronze Star and Purple Heart. He is married and lives in Bronxville, N. Y.

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NBC-New York, 6/13/58



PRESIDENT GARCIA OF PHILIPPINES WILL 'MEET THE PRESS'  
IN HIS ONLY TV APPEARANCE WHILE VISITING U. S.

President Carlos P. Garcia of the Philippines will make his only television appearance during his visit to the United States Sunday, June 22, when he is the guest on "Meet the Press" (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio as part of "Monitor," 6:30-7 p.m., EDT).

The panel which will interview President Garcia includes NBC News correspondent Pauline Frederick, Ernest K. Lindley of Newsweek, Robert Aura Smith of the New York Times and Lawrence Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will be moderator of the program, which will originate live in New York.

"Meet the Press" is a Public Affairs presentation of NBC News.

NBC-New York, 6/13/58





HUE (OR HOOEY?) AND CRY RAISED IN RUSSIA  
OVER WHO INVENTED COLOR TELEVISION

Guess who the Russians say invented color television?  
Right you are!

According to NBC News Moscow Correspondent Irving R. Levine, the Soviets claim that the basic principles for color TV were dreamed up by Mikhail Romanosov way back in the 1700's.

This revelation coincides with recent demonstrations of the color process which the Soviet government designing bureaus have been putting on for the public. Experimental transmission is expected to begin soon.

With a total of only two million black-and-white receivers in the country -- about one-twentieth of the United States total -- Russia has started the color TV propaganda battle -- and Comrade Romanosov is the new national hero.

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NBC-New York, 6/13/58



13 SELECTED 'THIN MAN' REPEAT SHOWINGS ANNOUNCED FOR SUMMER

Thirteen selected episodes from the current season's presentations of the "Thin Man" will be repeated Friday Nights, June 20 through Sept. 12 (NBC-TV Network, 9:30-10 p.m., EDT).

The Summer schedule follows:

June 20 -- "The Acrostic Murders"  
June 27 -- "The Unwelcome Alibi"  
July 4 -- "Dead Giveaway"  
July 11 -- "The Robot Client"  
July 18 -- "The Dead Duck"  
July 25 -- "The Pre-Incan Caper"  
Aug. 1 -- "Angeles in Paradise"  
Aug. 8 -- "The Fashion Showdown"  
Aug. 15 -- "The Man on the Bridge"  
Aug. 22 -- "The Departed Doctor"  
Aug. 29 -- "The Saucer People"  
Sept. 5 -- "The Painted Witnesses"  
Sept. 12 -- "The Tennis Champ"

The "Thin Man" stars Peter Lawford and Phyllis Kirk as Nick and Nora Charles. The series was filmed at the M-G-M Studios in Culver City, Calif., for the NBC-TV Network telecasts. It is sponsored by the Colgate-Palmolive Co. through the Ted Bates and Co., Inc., agency.

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NBC-New York, 6/13/58





# NBC COLOR TELEVISION NEWS

June 13, 1958

PREMIERE

FRED ROBBINS CHOSEN AS EMCEE FOR MONDAY-THROUGH-FRIDAY  
DAYTIME 'HAGGIS BAGGIS' SHOW ON NBC-TV NETWORK

Fred Robbins, noted New York disc jockey, has been announced as the master of ceremonies of the daytime colorcasts of NBC-TV's "Haggis Baggis" starting Monday, June 30. The audience-participation game will be colorcast Monday through Friday over the NBC-TV Network (2:30-3 p.m., EDT).

A Monday night colorcast version of "Haggis Baggis," with Jack Linkletter as emcee, will also start June 30 (7:30-8 p.m., EDT). Both the day and night series will originate at the Ziegfeld Theatre in New York.

Joe Cates, who has been associated with such quiz games as "\$64,000 Question," "\$64,000 Challenge," and "Stop the Music" created "Haggis Baggis" and is executive producer.

Four panelists, chosen from the studio audience, will participate in "Haggis Baggis," each in turn answering questions chosen from a large board. A correct answer removes part of the board, revealing a small portion of a large photograph underneath. The first person to identify the photograph is the winner.

(more)





2 - 'Haggis Baggis'

The winner and the runner-up (that contestant having the largest number of correct answers) then are shown two sets of prizes -- "Haggis" and "Baggis" -- both of approximately the same value, but different in content. One set will be filled with luxury items, the other with utility prizes.

The winner makes his choice of the sets of prizes, but his choice is kept secret from the runner-up. If the runner-up then makes the same selection as the winner, he gets nothing. If he picks the prizes the winner passed up, he gets to keep the merchandise of his choice.

A home jackpot of similar prizes will be won by the person whose postcard is picked from a large drum. One selection will be made during each program.

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NBC-New York, 6/13/58



THEOLOGIAN TO LEAD DISCUSSION OF 'TYRANNY OF THE TEENAGER'

A view of "The Tyranny of the Teenager" as a major anxiety plaguing modern man will be presented on the NBC-TV Network religious program, "Frontiers of Faith," Sunday, June 22 (5 p.m., EDT).

A dramatic sketch will provide the springboard for discussion. Panelists will be the Rev. Howard A. Johnson, canon theologian of the Cathedral of St. John the Divine, New York City; Eugene Gilbert, president of Gilbert Youth Research Company, and Leon Pearson of NBC News, who will be host and narrator. The live telecast will be the second in a series of four weekly explorations of major anxieties of our time. "Frontiers of Faith," produced currently in cooperation with the National Council of Churches, is an NBC Public Affairs presentation.

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NBC-New York, 6/13/58







# NBC COLOR TELEVISION NEWS

June 16, 1958

JACKIE COOPER, MARGARET O'BRIEN, SALVATORE BACCALONI, SHARI LEWIS  
WILL BE GUESTS ON SUNDAY, JULY 13, PREMIERE COLORCAST OF  
"STEVE ALLEN PRESENTS STEVE LAWRENCE AND EYDIE GORME"

The premiere colorcast of "Steve Allen Presents Steve Lawrence and Eydie Gorme" Sunday, July 13 (NBC-TV Network, 8-9 p.m., EDT) will have four visiting headliners. On hand to assist in the kickoff will be Jackie Cooper (star of "The People's Choice" on the NBC-TV Network), Margaret O'Brien, Salvatore Baccaloni and Shari Lewis. The musical series has the Summer time-spot of "The Steve Allen Show."

The program will follow a general theme each week, with each guest integrated into the program, rather than following a variety format. Steve and Eydie will perform as solo artists, as well as in duets.

"Steve Allen Presents Steve Lawrence and Eydie Gorme" will be produced by Nick Vanoff and directed by Dwight Hemion. It will be written by Johnny Bradford, Bill Dana, Frank Peppiat and Jud Holstein and will originate -- live and in color -- from the Colonial Theatre in

(more)



2 - 'Steve Allen Presents Steve Lawrence and Eydie Gorme'

New York. Music on the program will be under the direction of Jack Kane, with a vocal group led by Artie Malvin.

The Greyhound Corporation, Procter and Gamble (for Lilt hair products) and the American Machine and Foundry Co. will be sponsors of the full-hour colorcast. Greyhound and Procter and Gamble are represented by Grey Advertising Agency, Inc. and American Machine and Foundry by Cunningham and Walsh, Inc.

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NBC-New York, 6/16/58





# NBC COLOR TELEVISION NEWS

## CREDITS FOR 'HAGGIS BAGGIS' MONDAY NIGHT COLORCAST

PROGRAM: "Haggis Baggis"

TIME: NBC-TV Network colorcast, Mondays, 7:30-8 p.m., EDT, starting June 30.

FORMAT: Audience-participation in two-part quiz. Each correct answer removes a section of a large board, revealing part of a large photograph. The first contestant to identify the photograph becomes the winner. Winner and runner-up then vie for two sets of prizes. A home-viewer jackpot is announced each week.

EMCEE: Jack Linkletter

EXECUTIVE PRODUCER: Joe Cates.

PRODUCER: David Brown

DIRECTOR: Ted Nathanson

UNIT MANAGER: Steve Weston

SET DESIGNER: Norman Davidson

PRODUCTION SUPERVISOR: Bill Watts

TECHNICAL DIRECTOR: Walter Miller

ORIGINATION: Live in color from Ziegfeld Theatre, New York.

NBC PRESS  
REPRESENTATIVE: Jim Hayes, New York

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NBC-New York, 6/16/58







# NBC COLOR TELEVISION NEWS

## NBC COLOR TELECAST SCHEDULE

June 22 - 28

(All Times EDT)

### Sunday, June 22

7-7:30 p.m. -- "Noah's Ark" -- "The Mascot."

8-9 p.m. -- "The Steve Allen Show" -- With Peter Ustinov, Jack Lemmon, Jerry Vale and Jeri Southern.

9-10 p.m. -- "The Chevy Show" -- Starring Edie Adams, John Raitt, Dorothy Kirsten and Janet Blair, with the comedy team of Rowan and Martin.

### Monday, June 23

3-4 p.m. -- "NBC Matinee Theater" -- "The Prophet Hosea" starring Joseph Wiseman, Roberta Haynes and Robert Loggia.

7:30-8 p.m. -- "The Price is Right" -- With Bill Cullen.

### Tuesday, June 24

3-4 p.m. -- "NBC Matinee Theater" -- "Journey into Darkness," starring Skip Homeier and Peggy McCay.

8-9 p.m. -- "The Investigator" -- With Lonny Chapman and Howard St. John.

### Wednesday, June 25

3-4 p.m. -- "NBC Matinee Theater" -- "From the Desk of Margaret Tyding," starring Maggie Hayes, Donald Murphy and Peggy McCay.

9-10 p.m. -- "Kraft Mystery Theatre" -- "87th Precinct," starring Michael Higgins, Martin Rudy, Joseph Sullivan and Joan Copeland.

(more)



2 - NBC Color Telecast Schedule

Thursday, June 26

3-4 p.m. -- "NBC Matinee Theater" -- "Rain in the Morning,"  
starring Peggy McCay, Robert Morse, Theodore Newton and Robert  
Karnes.

7:30-8 p.m. -- "Tic Tac Dough" -- With Jay Jackson.

10-10:30 p.m. -- "The Price is Right" -- With Bill Cullen.

Friday, June 27

3-4 p.m. -- "NBC Matinee Theater" -- "End of the Rope," starring  
George Peppard and Norma Moore.

7:30-8 p.m. -- "Big Game" -- Tom Kennedy is host.

Saturday, June 28

8-9 p.m. -- "The Bob Crosby Show" -- Starring Bob Crosby with  
Gretchen Wyler -- Tonight's guests are Gary Crosby and the  
Fontane Sisters.

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NBC-New York, 6/16/58







RELATIONSHIP BETWEEN TELEVISION AND NEWSPAPERS EXAMINED

BY ROBERT W. SARNOFF IN SYRACUSE (N.Y.) TALK

- - -

NBC President Speaks at Dedication of WSYR and WSYR-TV Facilities

SYRACUSE, N. Y., June 17 -- The relationship between the nation's two primary instruments of communication -- television and newspapers -- was examined in a talk here today by Robert W. Sarnoff, President of the National Broadcasting Company.

Mr. Sarnoff spoke at dedication services for the new facilities of Stations WSYR and WSYR-TV, NBC's radio and television affiliates in Syracuse.

The NBC President pointed out that many broadcasters privately are expressing concern as to whether some American newspapers, "under the stress of intensified competition for the advertising dollar, are not taking calculated aim on television in terms of its effectiveness as a communications instrument and as a sales tool."

A corollary thought frequently expressed, he said, is that broadcasters should perhaps use their own facilities to carry their story to the people.

"If there are grounds, as so many broadcasters now feel, for conflict between the nation's two primary instruments of communication," he said, "then it is my belief that the sources of the conflict should be openly discussed and not allowed to simmer underground."

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RELATIONSHIP BETWEEN THEORETICAL AND EXPERIMENTAL

THEORY IN PHYSICS IN AMERICA IN 1930

THE PRESENT STATE OF THEORETICAL PHYSICS IN AMERICA

SYNOPSIS. In 1930, the theoretical physicist in America

was in a position to make a contribution to the knowledge of the physical world in a way which was not possible in 1900.

THE PRESENT STATE OF THEORETICAL PHYSICS IN AMERICA

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THE PRESENT STATE OF THEORETICAL PHYSICS IN AMERICA

In another highlight of his talk, Mr. Sarnoff said the impact of the recession has brought to television this season a new hard-sell era, with selling problems that "make those of last season mild by comparison." He emphasized that the formula for conquering a recession must be to "sell your way out of it" and added: "I personally hope (television's) bulldozer power to move product mountains can play a significant role in reversing the current decline."

All advertising media, he said, now face the challenge of implementing this formula. This can be done in two ways, as outlined by Mr. Sarnoff:

1 -- Dramatizing the basic strength of the nation's economy and its hopeful prospects for the future.

2 -- Mustering advertising's total resources for selling -- selling not only the advantages of each medium, but also the value of advertising as "the essential lubricant of a healthy economic machine."

NBC, he said, is donating more than \$1,000,000 in spot announcements this Summer to the "buy now" and "confidence" campaigns of the Advertising Council. These announcements should register one billion viewer impressions.

Looking ahead to the coming five years, Mr. Sarnoff forecast a television business, advertising business, and a national economy that will "dwarf" the present.

"The NBC Research Department forecasts a gross national product by 1962 of \$535 billion, a \$100 billion increase over the 1957 level," he said. "We expect national advertising expenditures to total nearly \$13 billion, up \$2 billion over the current outlay. We

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think television will get about half that increase, but we think newspapers and magazines will increase their volume, too."

Commenting on the relationship between television and newspapers, Mr. Sarnoff placed himself in the role of a roving reporter of the broadcasting scene. He said he found broadcasters questioning the role of newspapers in coverage of television are doing so in terms of three specific sections of a paper:

The first is the main news section carrying reports of alleged improper conduct in Washington. While broadcasters do not object to investigation into any aspects of their business, the NBC President said they have begun to ask whether "any leaked story from Washington concerning television is not a surer avenue to page one for a reporter than a trunk murder."

A second area under question, Mr. Sarnoff said, is television show criticism. The broadcaster understands criticism, he said, but wonders why it must be "coupled with a characterization of the entire television service as degraded and with the incorrect claim that we are losing millions of disenchanted viewers."

The third newspaper section under the broadcaster's questioning, the NBC President said, is the business section, particularly the advertising news columns. "Here," Mr. Sarnoff said, "he (the broadcaster) reads that television costs are soaring, that advertisers are switching from television to the print media who contend they are more efficient, more economical buys. Why should the annual meeting of newspaper advertising executives be covered like a summit conference? Why should one major paper, taken at random, give more than 1,500 agate lines to the last Newspaper Advertising Executives Convention, yet not one agate line to the annual TV Bureau of Advertising Convention?"







Remarks by Robert W. Sarnoff  
President, National Broadcasting Company  
Dedication of new facilities for  
Stations WSYR and WSYR-TV  
Syracuse, New York  
June 17, 1958

TELEVISION, NEWSPAPERS AND THE ECONOMY

It is somehow reassuring for a network representative to participate in the dedication of a building constructed out of the profits of our present broadcasting system and devoted to the continuance of that system. The granite and steel of a new station impart a pleasant sense of stability, a sense that we broadcasters find increasingly elusive in this unsettled day and age.

In building his station, Curly Vadeboncoeur used all the sinew of a postman battling the elements. Neither recession chills, nor legislative storms, nor pay-television squalls could temper his determination to give Syracuse one of the nation's showcases for free broadcasting. He succeeded, and Syracuse should reflect great pride in his success. NBC does, and one of my two reasons for being here is to tell Curly so. If our programs match his building in quality and permanence, NBC will have audience supremacy until Judgment Day.

Our affiliation with Syracuse extends over twenty-five years, first in radio and then in television, which WSYR-TV introduced

(more)





here ten years ago. From our viewpoint, and I think from the station's too, it has been a good association. Together, we've given Syracuse a continuity of broadcast service that could well serve as a model for this fast-growth, fast-change business.

The other reason I am here is to make, at Curly's request, a few appropriate dedicatory remarks. I will avoid the ivy-covered approach where the speaker wanders fondly in the past and then straddles the bright horizon of the future. It would be inappropriate in any discussion of broadcasting's current status, for it would be in distorted perspective.

The plain and dominant fact of broadcasting today is that the industry, and networks in particular, are under more concerted attack from more sources than at any time in their history. Some government officials want the networks to abandon those operations which make possible the national service they now provide. The networks are being investigated, subpoenaed, interrogated, rebutted and counter-rebutted by congressional committees, government agencies, study groups and college deans. The networks have spent heavily in money and man hours in the past year to marshal files, prepare testimony, and shuttle legal and executive battalions between Washington and New York. The cost to NBC alone exceeded that of creating twenty-six film episodes of the television epic, "Victory At Sea."

And the contagion spreads. On the one hand, there is an insistent government demand that we relinquish certain controls over programming; on the other, we face a rising clamor among critics against network abdication of program control to sponsors, advertising

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agencies and program syndicators. If programming is to be fresh and creative, they argue, the networks must have a decisive hand in it. By such conflicting demands are we pulled and hauled.

But this is a visible conflict, the protagonists and the differing points of view easily identified. There is another area of latent conflict which has not been publicly ventilated. A question seems to be arising among the nation's broadcasters as to whether some American newspapers, under the stress of intensified competition for the advertising dollar, are not taking calculated aim on television in terms of its effectiveness as a communications instrument and as a sales tool. This question echoed through the corridors last month in Los Angeles at the annual convention of the National Association of Broadcasters. In the weeks since, in letters from stations, in reports from field representatives, in informal comments by competing networks, one hears the question in swelling chorus, plus the corollary thought that broadcasters should perhaps use their own facilities to carry their story to the people.

I find it unusual that a question of such interest and such currency has not been aired publicly by broadcasters. It is surely not unreasonable for a broadcaster to speak of the press with the same candor that the press speaks of broadcasting. This is particularly true when he is on good neutral ground, as I am now, participating in the dedication of a broadcasting station owned by a distinguished newspaper chain, and surrounded by newspaper people.

So, stepping across the bodies of my public relations staff, I will place myself in the role of a roving reporter of the broadcasting scene and attempt to articulate publicly the thoughts many broadcasters now voice privately:

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The broadcaster is questioning some newspaper coverage of television in terms of three sections of the paper. One is the main news section which carries reports of alleged improper conduct in Washington. The broadcaster says he does not object in the slightest to Washington investigations of any aspect of broadcasting or government administration -- for such is the essence of the democratic processes by which he lives. But he has begun to ask whether any leaked story from Washington concerning television is not a surer avenue to page one for a reporter than a trunk murder.

To illustrate, on Sunday, June 1, the New York Times carried a front-page article about the Justice Department's insistence that the FCC eliminate three basic elements of networking for anti-trust reasons. Apart from the fact that the Justice Department had expressed itself on these network operations two years ago, the point the broadcaster questioned was the play given the story. It was the lead domestic news story. Only the agony of France overshadowed it. Not even the staggering fatalities of Memorial Day could equal it.

The second newspaper section under question is television show criticism. The broadcaster says he understands the panning of an individual Western or quiz show. The movies and the theater get that too. But why, he asks, must that panning be coupled with a characterization of the entire television service as degraded and with the incorrect claim that we are losing millions of disenchanted viewers? Why must the fact that the TV channels carried this past season the greatest number of informational, cultural and educational special programs in television's history be submerged in the backwash of things wrong?

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The third newspaper section under the broadcaster's questioning gaze is the business section, and particularly the advertising news columns. Here he reads that television costs are soaring, that advertisers are switching from television to the print media who contend they are more efficient, more economical buys. Why should the annual meeting of newspaper advertising executives be covered like a summit conference? Why should one major paper, taken at random, give more than 1500 agate lines to the last Newspaper Advertising Executives Convention, yet not one agate line to the annual TV Bureau of Advertising Convention?

Over the past ten years, most broadcasters say they have tended to ignore or shrug off print hostility. Television was growing so enormously, the sponsor demand for time so great, the growth of audience so rapid, that most executives did not allow their sense of well-being to be ruffled.

But this has changed as the economy has changed.

The impact of a recession has specific, and different, realities for television. Unlike the print media, who reduce their number of pages when advertising dwindles, television must continue to program its time periods whether programs are sponsored or unsponsored. Consequently, the swing between profit and loss is far sharper and the risks far higher. A handful of prime evening time periods left unsponsored can transform the figures on any network's ledger from black ink to red ink.

However, the broadcaster considers himself no different from the magazine or newspaper in attempting to sell his service this year. The hesitancy of advertisers to make major commitments in view of uncertain economic conditions is a common problem.

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Last year I wrote a letter to radio-television news editors supporting a New York Times story about the new hard-sell era facing television. Many in the industry considered it an unfair news article, but its prediction has been more than borne out. Our selling problems now make those of last season mild by comparison. By this date, two of the three television networks have normally sold out their full nighttime schedule for the Fall. But this June finds all of the networks with substantial amounts of open time -- sufficient time, if it continues unsold, to have a profound effect upon their annual balance sheets.

The solution most often volunteered us is to introduce fresh, bright and imaginative new shows which could capture greater audiences and thereby induce additional sales. And indeed we have a backlog of programs, and new ones on the drawing board, of the calibre that would bring forth critical hosannas if they were aired in prime viewing time. Every network has tried hard to sell them -- the Project 20's, the See It Nows, the Operas, the Outlooks. But it is a fact of economic life that many sponsors and many agencies, when faced with substantial advertising commitments in unsettled times, prefer to place their money on tested mass audience attractions rather than risk the untried and the unpredictable.

Most broadcasters admit they do not cherish every program their sponsors or their audiences do, but this is not unique. A New York publisher recently expressed embarrassment at the amount of headline space the paper devoted to Lana Turner's misadventures. The publisher felt the story was played out of proportion to other newsworthy events but said that the paper had no choice if it were to maintain its circulation. While there is no relationship between the

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Turner story and a popular program, except size of audience, the broadcaster says he too has some obligation to give his audience what it wants. He operates a mass medium. He has nothing to sell but circulation. If the people find Westerns and quiz shows and comedies enjoyable, and if sponsors find advertising messages in these shows effective, he believes he must continue to program them. He fervently hopes, in fact, that he can continue to sell enough of them to support his non-sponsored shows of specialized appeal.

With these thoughts churning through his mind, how would the broadcaster present television's case if he were to use his own facilities to do so?

He would probably start off by explaining that television, as a commercial service, has just completed its first decade. After its phenomenal early growth, it appears to be approaching a plateau. There are forty-five-and-a-half million sets in American homes. Sight signals reach more than ninety-seven per cent of the population. Despite this near saturation, and despite the novelty rub off, interest and support of the medium continue to an astonishing degree. In the broadcast season just ended, more Americans spent more time watching television than ever before. The average set was turned on nearly six hours daily, an increase in set usage of four per cent over the prior season. There is not a scintilla of fact to support the charge that the public is tiring of present programming. Television continues with a popular mandate of awesome proportions.

Concerning our Washington problems, he would probably introduce the subject by describing television as a compound of newness and bigness, of private enterprise touched by government

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regulation -- a vast and complex mechanism motivated by simple aims: to entertain, to instruct, to inform a nation. He would admit a driving need to get his story better understood by those in Washington. He might express the hope that out of the government investigations will emerge this better understanding and with it a reasonable pattern of procedure between those who are regulated and those who regulate.

To the charge that television is pricing itself out of the market, the broadcaster will say bluntly and factually that its cost in terms of advertising coverage is going down, not up. True, the sponsor finds his total dollar outlay greater, but in exchange for that dollar increase he receives a far greater increase in viewers reached. His cost per thousand -- a trade term which expresses the cost to the advertiser for reaching 1,000 viewers -- had declined in the past year. It continues to be the most result-producing cost per thousand of any advertising medium.

He would probably show you sponsor documentation on how television commercials for a new product have galvanized national demand for that product almost overnight. This is a nation which consumes its way to prosperity and he would insist that television can and does play a formidable role in stimulating the process of consumption. There was evidence of this during the economic dip of 1954 -- the year in which the McGraw-Hill publications say, "advertising helped kill a business recession." The broadcaster has a hunch, though he can't prove it, that the final blow was struck by television. While advertising in all media increased five per cent that year, television advertising was stepped up thirty-three per cent.

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And that represents my guess as to some of the things our typical broadcaster would say if he went before the cameras in his own defense. Now, I will move him off camera and offer a few final thoughts.

In any controversy, grievances, real or fancied, are not exclusive. If moved to do so, newspapers could point out that they give enormous coverage to television programs through log listings, through feature stories and interviews, through pictures of stars. This helps their circulation but it helps television's circulation too. Witness the tremendous attention newspapers have given Miss Elfrida von Nardroff on "Twenty-One." It has stimulated millions of viewers to tune in -- so many, in fact, that "Twenty-One" is now one of the top-rated shows in all television.

Newspapers can say justifiably that television in all aspects is big news, and that includes its relationships with government as well as its programs. They can assert with further justification that many programs are routine and undistinguished entertainment and that there is room for improvement in the quality of our service. I agree, and I also feel newspapers serve a valuable gadfly role in constantly reminding us of it.

Finally, newspapers can well ask: why, since many of us own television stations, extremely profitable stations, would we spite our corporate face by cutting off our broadcast nose?

The newspapers of America, I am sure, can -- and if the wish moves them, will -- build a good case for their approach to television. But if there are grounds, as so many broadcasters now feel, for conflict between the nation's two primary instruments of communication, then it is my belief that the sources of the conflict should be openly discussed and not allowed to simmer underground.

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In terms of television's future, I personally hope its bulldozer power to move product mountains can play a significant role in reversing the current decline. One hopeful sign is that non-durable goods, which give the lion's share of their advertising to television, have held a relatively strong sales curve while durable goods, which have placed a minority of their advertising with television, have suffered most.

Regardless of the significance of this correlation, the formula for conquering a recession must be to sell your way out of it. If the current recession differs from others, it is only that there seems less excuse for it. Inventories of finished products are down substantially. Consumer savings now are at the highest in history. All advertising media face the challenge of luring out those savings. This is where our energies should be directed and there are two ways we can all go at it.

First, we can attempt to create a proper psychological climate by dramatizing the basic strength of our economy and its vividly hopeful prospects for the future. Nothing tightens a purse string like fear; nothing loosens it like hope.

I think many newspapers and magazines are now doing an effective job in emphasizing affirmative economic news, and in contributing advertising space to the "buy now" and "confidence" campaigns of the Advertising Council. On the network level, we are attempting to match their effort by giving air time to support the theme of a growing and vibrant economy. At NBC we are donating more than a million dollars in spot announcements to the campaign this summer and we expect to register a billion different viewer impressions.

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Secondly, we should muster our total resources for selling -- selling the advantages of our own media, yes; but, more important, selling the value of advertising as the essential lubricant of a healthy economic machine.

If television weathers the present as resolutely as the men who created Syracuse's new broadcasting center, I think we will see within the coming five years a television business, an advertising business and a national economy that dwarf the present. The NBC Research Department forecasts a gross national product by 1962 of \$535 billion, a \$100 billion increase over the 1957 level. We expect national advertising expenditures to total nearly \$13 billion, up \$2 billion over the current outlay. We think television will get about half that increase, but we think newspapers and magazines will increase their volume too.

It is because I believe all advertising media can grow together that I see your imposing center as a symbol of logic and reason. It is a fusion of broadcasting and newspaper interests. It is a powerful testament to the vigor of a free, advertising-supported communications system. To the Newhouse newspapers, to Curly Vadeboncoeur, to his station staff, I offer the congratulations of the National Broadcasting Company on your superb achievement.

Thank you.

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## TRADE NEWS

June 17, 1958

THREE ADVERTISERS PLACE NEW ORDERS FOR TOTAL OF 72 PARTICIPATIONS  
ON 'TODAY' AND 'THE JACK PAAR SHOW' ON THE NBC-TV NETWORK

Three advertisers placed new orders with the NBC-TV Network's "Today" and "The Jack Paar Show" during the past week calling for a total of 72 participations on both programs, it was announced today.

Highlighting the new sales is a major purchase by the Stephan Distributing Corp., for Stephan's hair products. The advertiser has ordered 30 participations on "Today" and 30 participations on "The Jack Paar Show," starting Sept. 15.

Aldon Rug Mills, Inc., has ordered six participations on "Today" starting Sept. 18, and one participation on "The Jack Paar Show" on Oct. 8.

The Drexel Furniture Company has ordered five participations on "Today" starting Sept. 16.

Cunningham and Walsh, Inc., is the agency for the Stephan Distributing Corp., and Arndt, Preston, Chapin, Lamb and Keen, Inc., represents both the Aldon Rug Mills and Drexel Furniture Co.

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NBC NEWS PROVIDES SWIFT TV COVERAGE OF SHERMAN ADAMS'  
REMARKS TO CONGRESSIONAL INVESTIGATING COMMITTEE

Filmed excerpts of Sherman Adams' opening remarks to the Congressional investigating committee this morning (Tuesday, June 17) were included in a special telecast presented from Washington by NBC News (NBC-TV Network, 12:30 p.m., EDT).

With the committee still in session, NBC News White House Correspondent Ray Scherer summarized latest developments and the film of Adams reading his own statement was shown. The spot news feature was concluded with an on-the-scene report via telephone from Arthur Barriault, NBC News Congressional correspondent.

NBC-New York, 6/17/58





# TELEVISION NEWS

June 17, 1958

"THE WILD SWANS" FILM FOR "SHIRLEY TEMPLE'S STORYBOOK"  
GOES INTO PRODUCTION IN HOLLYWOOD

- - -

Phyllis Love, Melville Cooper, Grant Williams, Joseph Wiseman  
Head Cast of Feature Scheduled for Sept. 12 Telecast

"The Wild Swans" (NBC-TV Network, Friday, Sept. 12,  
8:30-9:30 p.m., EDT) film for "Shirley Temple's Storybook" went into  
production in Hollywood this week with a cast headed by Phyllis Love,  
Melville Cooper, Grant Williams and Joseph Wiseman.

The classic fairytale, which has been adapted for television  
by Jean Holloway, is being directed by Richard Morris for Henry Jaffe  
Enterprises, Inc., in association with Screen Gems, Inc. Producer is  
Alvin Cooperman.

This will mark Phyllis Love's second appearance on the  
Shirley Temple series. Earlier this season she appeared in the role  
of Elsa, the miller's daughter, in "Rumpelstiltskin." In "The Wild  
Swans" she will play the role of the Princess Elisa.

Alfred Ryder and Olive Deering head the supporting cast of  
"The Wild Swans." The performers' roster also includes Thayer David,  
Anne O'Neal, Buzz Martin, Robert Chapman, Bob Banas, Lisa Golm,  
Leslie Denison, Bob Busch, David Garcia, Roy Dean and Anna Marie  
Nansi.

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NBC-New York, 6/17/58





# NBC COLOR TELEVISION NEWS

June 17, 1958

CREDITS FOR 'HAGGIS BAGGIS' MONDAY-THROUGH-FRIDAY  
DAYTIME COLORCASTS ON THE NBC-TV NETWORK

PROGRAM: "Haggis Baggis"

TIME: NBC-TV Network colorcasts, Mondays  
through Fridays, 2:30-3 p.m., EDT,  
starting June 30.

FORMAT: Audience-participation in two part quiz.  
The correct answer removes a section  
of a large board, revealing part of  
a photograph. The first contestant  
to identify the photograph becomes the  
winner. Winner and runner-up then vie  
for two sets of prizes. A home-  
viewer jackpot is announced each  
week.

EMCEE: Fred Robbins.

EXECUTIVE PRODUCER: Joe Cates

PRODUCER: David Brown

DIRECTOR: Ted Nathanson

(more)





2 - Credits for "Haggis Baggis"

UNIT MANAGER:	Steve Weston
SET DESIGNER:	Norman Davidson
PRODUCTION SUPERVISOR:	Bill Watts
TECHNICAL DIRECTOR:	Walter Miller
ORIGINATION:	Live, in color, from the Ziegfeld Theatre, in New York
NBC PRESS REPRESENTATIVE:	Jim Hayes, New York.

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NBC-New York, 6/17/58



# NBC RADIO NETWORK NEWS

June 17, 1958

SHELLEY BERMAN ADDED TO ROSTER OF COMEDIANS

ON NBC RADIO NETWORK'S "NIGHTLINE"

Shelley Berman, rising young monologist, has been added to the roster of comedians on NBC Radio Network's "Nightline." His laugh-provoking routines, which have been widely acclaimed by critics, are presented Tuesdays during the 8:05-8:30 p.m. (EDT) segment of "Nightline."

Other young comedians who are regular features of the program are Mort Sahl (Tuesdays and Thursdays, 9:05-9:30 p.m., EDT, segment) and Mike Nichols and Elaine May (Wednesdays, 9:05-9:30 p.m., EDT, segment).

Berman, who hails from Chicago, started as a serious actor. He worked as a comedian for the first time in Florida, but the act did not click and it was not until he wrote his own material that he won critical praise. After an extended engagement at Mr. Kelly's, a Chicago nightclub, he was booked in clubs in Las Vegas, San Francisco, Los Angeles and New York and appeared on "The Steve Allen Show" and "The Jack Paar Show" on the NBC-TV Network. His most noted routine is a telephone act in which his emotional gamut, according to one critic, "runs from beatific pleasantness to extreme anguish, according to what he 'hears' at the other end of the line."

("Nightline," is broadcast by the NBC Radio Network Mondays and Wednesdays, 8:30-10 p.m., EDT, and Tuesdays and Thursdays, 8:05-10 p.m., EDT.)

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THE HISTORY OF THE UNITED STATES

OF AMERICA

FROM THE FIRST SETTLEMENTS TO THE PRESENT TIME

BY JAMES OSGOOD

NEW YORK: PUBLISHED BY J. OSGOOD, 15 NASSAU ST.

1857

Vol. I.

THE FIRST SETTLEMENTS

AND THE EARLY HISTORY OF THE UNITED STATES

FROM THE FIRST SETTLEMENTS TO THE PRESENT TIME

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## REVISED SCHEDULE FOR 'OPENING NIGHT'

The titles of several dramas on NBC-TV Network's "Opening Night" have been rescheduled and additions and deletions made for the re-run film series which features top Hollywood stars. Arlene Dahl is program hostess. Following is a revised listing (Saturdays on alternating weeks, 9 p.m., EDT).

June 28 -- "Fate Travels East," starring Linda Darnell.

July 12 -- "Gentle Deceiver," starring Keenan Wynn.

July 26 - "Sometimes It Happens," starring Guy Madison.

Aug. 9 -- "The Quiet Stranger," starring George Montgomery and Forrest Tucker.

Aug. 23 -- "Strange Disappearance" starring Stephen McNally and June Vincent.

Sept. 6 -- "Menace of Hasty Heights" starring Steve Cochran.

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## TIME CHANGES FOR TWO "SHIRLEY TEMPLE'S STORYBOOK" TELECASTS

The following time changes should be made in the advance schedule for the "Shirley Temple's Storybook" series on the NBC-TV Network:

The Monday, Oct. 27 presentation of "Rapunzel" will be telecast from 8 to 9 p.m., not 7:30 to 8:30 p.m., as stated in a previous release. The Tuesday, Nov. 25 presentation of "The Emperor's New Clothes" will be telecast from 7:30 to 8:30 p.m., EST, not 8 to 9 p.m., EST.

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NBC New York, 6/17/58





# TRADE NEWS

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June 18, 1958

ALL-STAR BASEBALL GAME

25TH ANNUAL ALL-STAR BASEBALL GAME WILL BE CARRIED  
BY THE NBC TELEVISION AND RADIO NETWORKS AS  
'GILLETTE CAVALCADE OF SPORTS' FEATURE

The 25th annual All-Star Baseball Game, which will be played at Memorial Stadium in Baltimore on Tuesday, July 8, will be carried by the NBC Television and Radio Networks. Air time on both television and radio will be 12:45 p.m., EDT -- 15 minutes before game time.

NBC's exclusive TV and radio coverage will be sponsored by the Gillette Safety Razor Company as a "Gillette Cavalcade of Sports" feature. Maxon, Inc., is the advertising agency for Gillette.

This will be the ninth straight year that NBC-TV is covering the All-Star classic. It is the second straight year for NBC Radio, which broadcast the first game in 1933 and continued the coverage until 1940.

For the first time, the votes of major league players, managers and coaches will decide the starting lineups of both

(more)





2 - All-Star Baseball Game

teams, except for pitchers. The major leaguers will vote for players in their own league other than teammates. In previous years, the eight starters were selected by the ballots of baseball fans.

As in the past, the pitching staffs and remainder of the 25-man squads will be chosen by the managers. Fred Haney of the world champion Milwaukee Braves will manage the National League team, and Casey Stengel of the New York Yankees will pilot the American Leaguers.

The American League won last year's game in St. Louis by 6-5 to increase its over-all victory margin to 14-10.

Should weather force a postponement of the 1 p.m., EDT, starting time on July 8, re-scheduling times would be 8 p.m., on the same day, and 10:30 a.m. and 1 p.m., on July 9. In all cases, NBC's TV and radio coverage would begin 15 minutes before game time.

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NBC-New York, 6/18/58







# NBC COLOR TELEVISION NEWS

June 18, 1958

"MUSICAL-VARIETY ENTERTAINMENT, WITH LARGE HELPING OF COMEDY"--  
THAT'S HOW PRODUCER DESCRIBES SUMMER "CHEVY SHOW" COLORCASTS

- - -

All-Star Full-Hour Series Scheduled Sunday Nights

Television, the Broadway stage, Summer theatre, opera, movies and nightclubs will be the entertainment mediums represented by the stars on the "Chevy Show" this Summer (NBC Network colorcast, Sundays, June 22-Sept. 28, 9-10 p.m., EDT).

The series will star John Raitt, Edie Adams, Janet Blair and special guest Dorothy Kirsten. The programs also will feature comedian Stan Freberg and the comedy team of Rowan and Martin, who will alternate on the colorcasts (with Rowan and Martin starting June 22).

Janet Blair has made audiences laugh, cry and sing with her roles in films like "My Sister Eileen" and in Broadway productions of "South Pacific" and "The Bells Are Ringing."

John Raitt has starred in the romantic leads in stage, movie and television musicals. Among his many credits he played the lead in "Pajama Game" on Broadway and then moved to Hollywood to star in the film version. He was Mary Martin's singing hero in the stage revival of "Annie Get Your Gun" and then re-enacted the part with Miss Martin on the NBC-TV Network last November.

(more)



Edie Adams is a singer (operatic training), comedienne (often starred on husband Ernie Kovacs' TV shows), actress (Broadway's "Wonderful Town"), a little of all these (Broadway's "Li'l Abner"), and nightclub appearances.

Rowan and Martin, young comedy team, have packed nightspots and won TV audiences since the recent start of their careers. Stan Freberg, the wry ego-burster whose recordings ("St. George and the Dragonet," "Wun'erful, Wun'erful" and others) have broken sales records, has broken up TV, film and nightclub audiences with his comedy.

Special guest Dorothy Kirsten, famed for her soprano roles in the world's leading opera houses, rounds out as royal a cast as ever slated for a Summer television show.

"As a matter of fact, we don't consider this a 'Summer show'," says producer Bob Henry.

"Sponsor Chevrolet has made it possible for us to build a new show -- a major television production during our June 22 through Sept. 28 schedule," according to Henry.

The former producer-director of "The Nat 'King' Cole Show" and "The Gisele MacKenzie Show" (among other credits) says:

"Basically, the 'Chevy Show' will be a musical-variety entertainment, with a large helping of comedy. And the comedians won't get all the laughs. We're going to have fun with all the cast. We know Blair, Raitt, Adams -- and especially Miss Kirsten -- can sing. We plan to use, exploit their personalities, all their talents, so that the format of the show will be extreme variety.

"People love variety. They look for new things continuously, for the vitality, happiness in new ideas. We will try to capture that feeling of originality in the 'Chevy Show'."









# NBC COLOR TELEVISION NEWS

June 18, 1958

CREDITS FOR THE 'CHEVY SHOW' COLORCASTS ON NBC-TV NETWORK

TIME: NBC-TV Network, colorcasts, Sundays  
9-10 p.m., EDT, from June 22 through  
Sept. 28, 1958.

STARS: Janet Blair, John Raitt, Edie Adams;  
with Rowan and Martin and special  
guest Dorothy Kirsten. (Stan Freberg  
will alternate with Rowan and Martin,  
who will be on the June 22 show).

FORMAT: Musical-variety

PRODUCER-DIRECTOR: Bob Henry

ASSOCIATE PRODUCER: Dean Whitmore

WRITERS: Ed Simmons, Arnold Sultan and Marvin  
Worth.

CHOREOGRAPHER: Ward Ellis

MUSIC DIRECTOR: Harry Zimmerman

ASSOCIATE DIRECTORS: Julio Di Benedetto alternating with  
Gene Law.

ADDITIONAL MUSIC LYRICS: Stanley Keyawa and Bernard Ide

COSTUMES: Bob Campbel (cq)

TECHNICAL DIRECTOR: Clair McCoy

(more)



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2 - Credits for 'The Chevy Show'

UNIT MANAGERS: Charles Baldour and George Habib

SPONSORS: Chevrolet Motor Division, General  
Motors Corp.

AGENCY: Campbell-Ewald Co.

PRODUCTION BY: Henry Jaffe Enterprises Production in  
association with NBC-TV Network.

ORINATION: NBC's Color City Studios, Burbank, Calif.

NBC PRESS REPRESENTATIVES: Al Cammann, New York; Dave Smith,  
Hollywood.

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NBC-New York 6/18/58



# MONITOR

## THE NBC WEEK-END RADIO SERVICE

Attention: Financial Editors

### THREE-PART 'MONITOR' SERIES TO TELL HOW A JERSEY TOWN USES 'FIVE PER CENT' PLAN TO COMBAT RECESSION

A lot of people are talking about a recession, but at least one community -- Ridgefield, N. J. -- is doing something about it.

During the next three weekends the NBC Radio Network's "Monitor" will tell how Ridgefield residents are using a "Five Per Cent" plan to avoid a recession and maintain prosperity. Devised by Samuel Rubin, president of Faberge Perfumes, the project calls for industry to pledge five per cent of its plant value for repairs and improvement; home owners to pledge five per cent of the value of their homes or a like percentage of their annual wage for repairs, and retail business to reduce prices by five per cent.

On Sunday, June 22, during the 2:05-2:30 segment of "Monitor," an electrical maintenance man who was unemployed a few weeks ago will tell how he got a job as a result of the "Five Per Cent" plan.

During the weekend of June 28-29, "Monitor" will cover a picnic, sponsored by local manufacturers to mobilize the efforts of the community behind the project.

During the weekend of July 5-6, "Monitor" will interview local residents, retailers, manufacturers and civic officials about the plan's effectiveness.

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NBC-New York, 6/18/58



1. The first part of the paper is devoted to the study of the properties of the function  $f(x)$  defined by the equation



## TRADE NEWS

June 19, 1958

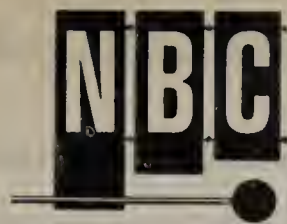
### H. J. HEINZ CO. PLACES \$2,500,000 ORDER FOR SPONSORSHIP OF SEGMENTS IN 4 NBC-TV NETWORK DAYTIME SHOWS

The H. J. Heinz Company has placed a new 52-week order with the NBC Television Network amounting to \$2,500,000 in gross billings for sponsorship of weekly quarter-hour segments in four daytime programs, it was announced today by Walter D. Scott, Vice President, Television Network Sales, for NBC.

The order was placed through Maxon, Inc., advertising agency. It calls for Heinz to sponsor an alternate-Thursday quarter-hour segment, starting Sept. 18, and an alternate-Wednesday quarter-hour segment, starting Sept. 24, in the following Monday-through-Friday programs: "Treasure Hunt" (10:30-11 a.m., EDT); "Concentration," a new game program (11:30-12 Noon, EDT, which begins July 28); "Tic Tac Dough" (12 Noon-12:30 p.m., EDT), and "Today Is Ours," a new serial drama (3-3:30 p.m., EDT, which begins June 30).

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# TELEVISION NEWS

June 19, 1958

NBC 'FLAGSHIP' WRCA-TV (NEW YORK) AND NBC AFFILIATE WBZ-TV (BOSTON)  
SHARE \$10,000 FIRST PRIZE OF ROBERT E. SHERWOOD TV COMPETITION

- - -

NBC-TV Network's 'Outlook' and 'Frontiers of Faith' each win \$1,000

The NBC Television Network's "flagship" station, WRCA-TV of New York, and NBC affiliate WBZ-TV of Boston have shared equally in the \$10,000 first prize of the Robert E. Sherwood Television Awards competition. Two NBC-TV Network series, "Outlook" and "Frontiers of Faith," won \$1,000 prizes.

WRCA-TV's award-winning series is "The Open Mind," the discussion program produced and moderated by Richard Heffner and directed by Marshall Stone. The Sherwood jurors awarded a plaque to William Davidson, general manager of the station.

WBZ-TV won top honors for its "Let Freedom Ring" project, which presented at least one program on freedom and justice every day for a year. The programs were produced by Frank Tooke, Chet Collier, Herbert Cahan, Ray Hubbard and James Allen. A plaque went to Richard Pack, Vice President of the Westinghouse Broadcasting Company.

The Sherwood Awards, for programs dealing "most dramatically and effectively with the subject of freedom and justice in America," were announced today (Thursday, June 19) by Mrs. Eleanor Roosevelt at a luncheon in the Hotel Pierre in New York. The awards

(more)







were established by the Fund for the Republic in honor of the late Pulitzer Prize playwright.

"Outlook" received its award for the program "Migrants of Chicago," presented April 6. The program, dealing with the problems of Southern White migrants to the Chicago area, was the work of editor Chet Huntley, correspondent John Chancellor, producer Reuven Frank, and writer Piers Anderton. William McAndrew, NBC Vice President, News, received a plaque.

The "Frontiers of Faith" series was honored for its "Light in the Southern Sky" program of Feb. 9. The show, telling the story of Mary McLeod Bethune, famous Negro educator, was written by William Branch, produced by Doris Ann, and directed by Martin Hoade. It was presented in cooperation with the National Council of the Churches of Christ. Edward Stanley, NBC director of public affairs, was awarded a plaque.

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NBC-New York, 6/19/58





# NBC COLOR TELEVISION NEWS

CREDITS FOR 'STEVE ALLEN PRESENTS STEVE LAWRENCE AND EYDIE GORME'

PROGRAM: "Steve Allen Presents Steve Lawrence and  
Eydie Gorme"

TIME: NBC-TV Network colorcast, Sundays, 8 p.m.,  
EDT, beginning July 13.

STARS: Steve Lawrence and Eydie Gorme.

FORMAT: Musical show, with guest stars integrated  
in theme of each show.

PRODUCER: Nick Vanoff

DIRECTOR: Dwight Hemion

WRITERS: Johnny Bradford, Bill Dana, Frank Peppiat  
and Jud Holstein.

ASSOCIATE PRODUCER: Jim Elson

MUSIC DIRECTOR: Jack Kane

CHORAL DIRECTOR: Artie Malvin

CHOREOGRAPHER: Danny Daniels

SCENIC DESIGNER: Jan Scott

COSTUME DESIGNER: Bob Fletcher

SPONSORS: The Greyhound Corporation, Procter and  
Gamble for Lilt hair products, and  
American Machine and Foundry Co.

(more)



2 - Credits for 'Steve Allen Presents Steve Lawrence and Eydie Gorme'

AGENCIES:

Grey Advertising Agency, Inc., for  
Greyhound and Procter and Gamble;  
Cunningham and Walsh, Inc. for American  
Machine and Foundry.

PRODUCTION BY:

Bellmeadows Enterprises, Inc. in  
association with NBC Television Network.

POINT OF ORIGINATION:

The Colonial Theatre, New York.

NBC PRESS REPRESENTATIVE:

Betty Lanigan (New York)

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NBC-New York, 6/19/58





AMERICAN BAPTIST CONVENTION HONORS 'FRONTIERS OF FAITH'

The NBC-TV Network's "Frontiers of Faith" has received an American Baptist Convention Award for making "a significant contribution to the Christian way of life." The award citation singled out for special praise "The Prisoner Barabbas," a special one-hour program presented by "Frontiers of Faith" on Easter Sunday, 1958.

"Frontiers of Faith" is telecast Sundays,  
4:30 p.m., EDT.

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NBC-New York, 6/19/58





# TELEVISION NEWS

June 20, 1958

VETERAN ENTERTAINMENT 'GREATS' IN 'THE GOLDEN YEARS' ON 'TODAY'

- - -

Guests Include Ethel Waters, Smith and Dale, Pat Rooney  
and Joe E. Howard in Week-Long Feature

Ethel Waters, Smith and Dale, Pat Rooney, Victor Moore and Joe E. Howard -- veteran showbusiness headliners and still active performers -- will entertain during the lighter moments of Dave Garroway's "The Golden Years," a week-long study of America's older folks and geriatrics, on the NBC-TV Network's "Today" Monday through Friday, June 30-July 4.

The entertainers will reminisce and perform in the specialties they made famous. They will also talk about their present and future showbusiness plans.

A different artist will appear each day, augmenting the serious subjects for discussion already announced -- Medical (June 30), Financial (July 1), Sociological (July 2), Compulsory Retirement (July 3) and Recreation (July 4).

Details of entertainment features for each day follow:

Monday, June 30 -- Ethel Waters will sing two numbers she is closely identified with -- "Stormy Weather" and "Cabin In The Sky" -- and will reminisce about her vaudeville days at the Palace in New York as well as her Broadway roles in "Mamba's Daughter" (1939) and "Member of the Wedding" (1950). (more)



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TO THE DIRECTOR, FBI, FROM THE SAC, NEW YORK (100-100000)

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2 - 'Today' -- 'The Golden Years'

Tuesday, July 1 -- Smith and Dale will be seen in one or more of their comedy routines which were vaudeville circuit hits for several decades. Theirs is one of the longest partnerships in showbusiness.

Wednesday, July 2 -- Pat Rooney, originator of the "waltz clog" will do this dance to the tune of "The Daughter of Rosie O'Grady." Rooney was featured, a few years ago, in the Broadway musical comedy "Guys and Dolls."

Thursday, July 3 -- Victor Moore, once part of the comedy team Gaxton and Moore, and remembered for his performances in "White Horse Inn" and "Of Thee I Sing" will do a medley of songs and routines including a bit from "Forty-five Minutes From Broadway."

Friday, July 4 -- Joe E. Howard, vaudeville performer and song writer perhaps best known for "I Wonder Who's Kissing Her Now" will do the cake-walk to another of his famous tunes, "Goodbye My Lady Love." Howard wrote the musical show "The Time, The Place and the Girl" at the turn of the century.

("Today" is telecast on NBC-TV Network, Monday through Friday, 7-10 a.m., EDT except WRCA-TV; on WRCA-TV, 7-9 a.m., EDT.)

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NBC-New York, 6/20/58

Wednesday, July 1 -- Smith and Davis will be seen in the

more of their comedy routines which were especially popular with the  
hospital doctors. There is one of the latest material in

material.

Wednesday, July 2 -- Pat Downey, originator of the "Pat

Downey" will do this dance to the tune of "The Luck of the Irish"  
Downey was featured, a few years ago, in the Broadway musical comedy

"Dicks and Dicks."

Thursday, July 3 -- Victor Moore, one of the comedy

team started with Moore, and announced too his performance in "The  
Dicks and Dicks" and "Of Time I Sing" will do a number of songs and routines

including a set from "Twenty-five Minutes from Broadway."

Friday, July 4 -- Joe E. Howard, comedienne performer and

song writer perhaps best known for "I Wonder Who's Kissing Her Now"  
will do the same as to another of his famous songs, "Nobody's

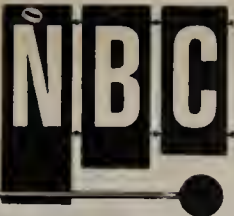
Body Love." Howard wrote the musical show "The Time, The Place and  
the Girl" at the time of the century.

("Today" is repeated on NBC-TV network, Monday through

Friday, 7-10 a.m., but except for NBC-TV on WABC-TV, 7-9 a.m., 7-9 p.m.)

Continued

Continued



# TELEVISION NEWS

June 20, 1958

SANDY BECKER TO EMCEE 'WIN WITH A WINNER,'  
NEW NBC-TV NETWORK TUESDAY NIGHT QUIZ SHOW

Sandy Becker will be the master of ceremonies of "Win With a Winner" (formerly called "Winners' Circle"), the audience-participation quiz show which makes its debut on the NBC-TV Network Tuesday, June 24 (7:30-8 p.m., EDT).

Becker, currently the host of two children's shows on a local TV station in New York, has also played the title role in the network radio series, "Young Dr. Malone," for the past nine years.

Appearing with Becker on "Win With a Winner" will be a "postcard girl" -- Marilyn Toomey. She has been NBC-TV's Color Girl in New York for the past year.

Studio contestants and home viewers have the opportunity to win cash prizes on "Win With a Winner." Each week, Becker will quiz five studio participants in two rounds of questions. Miss Toomey will be drawing postcards from a drum throughout each show to determine at-home winners. The program is produced and was created by Win Elliot and Peg Mayer.

(more)

THE NEW YORK

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THE NEW YORK



2 - "Win With A Winner"

Contestants on the premiere show June 24 will be Robert Blake of New York, a recording engineer; Mrs. Doris Jacoby of Freeport, Long Island, N.Y., a housewife; Private First Class Elliot Miller of Brooklyn, stationed at Fort Jay; Thomas P. Mason Jr. of Huntington, Long Island, N.Y., editor of "The Farber's Journal" magazine, and Malcolm A. Vendig of Port Washington, Long Island, N.Y., a merchandising executive.

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NBC-New York, 6/20/58







June 20, 1958

8 SINGERS CHOSEN FOR PREMIERE OF MENOTTI'S OPERA, "MARIA GOLOVIN,"  
TO BE PRESENTED BY NBC OPERA COMPANY AT BRUSSELS WORLD'S FAIR

Eight singers have been selected for the premiere run of Gian Carlo Menotti's opera "Maria Golovin," which the NBC Opera Company will present in Brussels Aug. 20-31, it was announced by producer Samuel Chotzinoff and the composer. Franca Duval, Richard Cross, James Loomis, Patricia Neway, Ruth Kobart, Genia Las, Herbert Handt and William Chapman are the artists so far signed to appear in the NBC-commissioned opera at the American Theater in the World's Fair.

There will be two complete casts of singers, since performances will be given eight times a week. Announcement of which singers will perform on the opening night will be made from Spoleto, Italy, where the rehearsals will take place. Additional singers' names will be reported as they are added to the roster.

Chotzinoff also announced that the noted artist Rouben Ter-Arutunian had been engaged to design the sets and costumes. The sets will be constructed in Rome, under Ter-Arutunian's supervision,

(more)



2 - Opera

and will be transported to Spoleto early in August for use during rehearsals. Conductor Peter Herman Adler will begin musical rehearsals in Spoleto in mid-July. Menotti also will stage his opera. The NBC Opera Company will leave Spoleto on Aug. 10 to fly to Brussels for rehearsals in the American Theater at the Exposition before the opening night Aug. 20.

Herbert Grossman will share conducting duties with Adler during the Brussels run.

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NBC-New York, 6/20/58





# NBC RADIO NETWORK NEWS

June 20, 1958

PRESIDENT EISENHOWER HEADS LIST OF DISTINGUISHED WARTIME COMMANDERS  
ON NBC RADIO NETWORK'S "BIOGRAPHY IN SOUND" OF GENERAL MARSHALL

President Dwight D. Eisenhower heads the list of distinguished wartime commanders who will describe their personal impressions of "General George C. Marshall--Architect of Victory," subject of the next program in the NBC Radio Network's "Biographies in Sound" series.

The program, to be broadcast Thursday, July 3 (9:05-10 p.m., EDT) as part of "Nightline," will review General Marshall's famous career as U. S. Army chief of staff during World War II and Secretary of State for two years following the war.

Other military leaders on the program will include General Walter Bedell Smith, who was Secretary of the General Staff during World War II and Under Secretary of State while Marshall was Secretary of State; General J. Lawton Collins; General Sir Alan Brooke, Chief of Staff of the British Army and a member of the Combined Chiefs of Staff; and General Marshall S. Carter, chief of staff of the Continental Air Defense Command.

Colonel Vernon A. Walters, who served as interpreter for General Marshall at many international conferences, and Colonel C. J. George, his present aide, will also be heard on the program.

"Biographies in Sound" is produced by NBC News for "Nightline" and the NBC Radio Network.

THE NEW YORK PUBLIC LIBRARY

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12 SELECTED FILMS OF PAST NINE MONTHS' SCHEDULE TO BE PRESENTED  
IN SUMMER TELECASTS OF "ALCOA THEATRE" AND "GOODYEAR THEATER"

A series of 12 films selected from those presented by "Alcoa Theatre" and "Goodyear Theater" during the past nine months, will be presented on those Monday night programs July 7 through Sept. 22 (NBC-TV Network, Mondays, 9:30-10 p.m., EDT).

The sponsors, who continue on an alternate week basis, are the Aluminum Company of America and the Goodyear Tire and Rubber Company. Young and Rubicam, Inc., is the Goodyear agency and Fuller, Smith and Ross, Inc., is the Aluminum agency.

Effective Sept. 29, a new half-hour filmed drama series will begin on the network under the same alternate-week sponsorships.

Dates, titles and stars for the Summer series follow:

<u>July 7</u>	--	"The White Flag," starring Robert Ryan.	(Goodyear)
<u>July 14</u>	--	"The Days of November," starring Jack Lemmon.	(Alcoa)
<u>July 21</u>	--	"Taps for Jeffrey," starring David Niven.	(Goodyear)
<u>July 28</u>	--	"Guests for Dinner," starring Charles Boyer.	(Alcoa)
<u>Aug. 4</u>	--	"Giant Step," starring Robert Ryan.	(Goodyear)
<u>Aug. 11</u>	--	"Circumstantial," starring David Niven and Angie Dickinson	(Alcoa)
<u>Aug. 18</u>	--	"Fix a Frame for Mourning," starring Jane Powell and John Baragrey.	(Goodyear)
<u>Aug. 25</u>	---	"Loudmouth," starring Jack Lemmon.	(Alcoa)
<u>Sept. 1</u>	--	"Decision by Terror," starring David Niven.	(Goodyear)
<u>Sept. 8</u>	--	"Decoy Duck," starring Jane Powell.	(Alcoa)
<u>Sept. 15</u>	--	"Disappearance," starring Jack Lemmon.	(Goodyear)
<u>Sept. 22</u>	--	"Most Likely to Succeed," starring Jack Lemmon.	(Alcoa)





HOME VIEWERS HAVE CHANCE TO WIN AN AUTOMOBILE ON PREMIERE  
OF 'DOTTO' TUESDAY NIGHT SERIES ON NBC-TV NETWORK JULY 1

Studio contestants don't get all the prizes from TV quiz shows. Home viewers will have a chance to participate, by phone, when "Dotto" has its premiere as an evening program over the NBC-TV Network, Tuesday, July 1 (9 p.m., EDT). The prize is a convertible automobile.

Here's how to be eligible to participate. Write your name, address and telephone number on a postcard and mail it to "Dotto," Box 888, New York 45, N. Y.

A picture partly formed by lines drawn between dots, will be shown in the home-viewer contest during the July 1 telecast. The picture will not be complete. One of the postcards will be drawn and its sender will be phoned then and there. If that person can identify the subject of the incomplete picture, the convertible is the prize.

The first 10 dots of the picture will be connected and shown on between-program announcements for several days preceding the premiere.

NBC-New York, 6/20/58





CREDITS FOR 'WIN WITH A WINNER' ON NBC-TV NETWORK

TIME: NBC-TV Network, Tuesdays, 7:30 to 8 p.m.,  
EDT.

PREMIERE DATE: Tuesday, June 24, 1958.

EMCEE: Sandy Becker.

FORMAT: Quiz show in which studio contestants and  
home viewers can win cash prizes. Five  
studio players answer the same questions  
using Vuegraph projectors. The victor's  
winnings are not at stake when he  
returns to compete the following week.  
At the end of each show, the next week's  
contestants are introduced and briefly  
relate their background. With this  
information, home viewers send in post-  
cards predicting the order of finish.  
All postcards drawn during the show  
which correctly list the winner earn  
the sender a share in an amount of  
money equal to the winner's purse.  
Viewers who list the correct order of  
all five entries have a chance to share  
in a jackpot of merchandise.

POSTCARD GIRL: Marilyn Toomey.

ANNOUNCER: Bill Wendell.

(more)



2 - Credits for 'Win with a Winner'

SHOW CREATED AND PRODUCED BY: Win Elliot and Peg Mayer.  
DIRECTOR: Alan Beaumont.  
ASSOCIATE PRODUCERS: Ken Williams and Peggie Springstead.  
TECHNICAL DIRECTOR: Bill Kelly.  
UNIT MANAGER: Ronnie Wayne.  
SET DESIGNER: Peter Dohanos.  
THEME: Original music by Arlo.  
ORIGINATION: Live, from NBC Studios in New York.  
NBC PRESS REPRESENTATIVE: Bob Goldwater, New York.

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NBC-New York, 6/20/58





CAST AND CREDITS FOR 'TODAY IS OURS' ON NBC-TV NETWORK

PROGRAM TITLE: "Today Is Ours"

TIME: NBC-TV Network, 3 to 3:30 p.m., EDT, Mondays  
through Fridays.

STARTING DATE: June 30, 1958

ORIGINATION: Live from NBC Studios, New York.

CAST:

Laura Manning.....	played by Patricia Benoit
Karl Manning.....	Patrick O'Neal
Nick Manning.....	Peter Lazer
Leslie Manning.....	Joyce Lear
Glenn Turner.....	Ernest Graves
Peter Hall.....	Tom Carlin
Betty Winters.....	Nancy Sheridan
Ellen Wilson.....	Chase Crosley
Mrs. Wilson.....	Joanna Roos
Chester Crawley Sr.....	Martin Blane
Mary Crowley.....	Eugenia Rawls
Adam Holt.....	John McGovern
Ted Brown.....	Nelson Olmsted
Lester Williams.....	Barry Thomson

PRODUCER: Robert M. Rehbock

DIRECTOR: Walter Gorman

WRITER: Julian Funt

SETS: Peter Dohanos

COSTUMES: Hazel Roy

ASSISTANT DIRECTOR: Eleanor Tarshis

(more)



2 - Cast and Credits for 'Today Is Ours'

UNIT MANAGER: Maurice Penn

PROGRAM FORMAT: Laura Manning, assistant principal of Bolton  
High School; her ex-husband, her son, friends  
and fellow teachers.

SPONSORS AND AGENCIES: The Proctor and Gamble Company (Benton and  
Bowles, Inc.), The Alberto-Culver Company  
(Geoffrey Wade Advertising), H. J. Heinz  
Company (Maxon, Inc.), Sterling Drug Co.  
(Dancer-Fitzgerald-Sample, Inc.), Whirlpool  
Corporation (Kenyon and Eckhardt, Inc.).

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NBC-New York, 6/20/58



2 - Cast and Credits for 'Today Is Ours'

UNIT MANAGER: Maurice Penn

PROGRAM FORMAT: Laura Manning, assistant principal of Bolton High School; her ex-husband, her son, friends and fellow teachers.

SPONSORS AND AGENCIES: The Proctor and Gamble Company (Benton and Bowles, Inc.), The Alberto-Culver Company (Geoffrey Wade Advertising), H. J. Heinz Company (Maxon, Inc.), Sterling Drug Co. (Dancer-Fitzgerald-Sample, Inc.), Whirlpool Corporation (Kenyon and Eckhardt, Inc.).

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NBC-New York, 6/20/58





KEEFE BRASSELLE, DENNIS JAMES, PAUL WINCHELL TO TAKE TURNS  
AS "TREASURE HUNT" EMCEE DURING JAN MURRAY'S VACATION

Keefe Brasselle, Dennis James and Paul Winchell will take turns as host-emcee of "Treasure Hunt" when Jan Murray goes on a three-week vacation.

Brasselle, the actor noted for his screen role in "The Eddie Cantor Story," will head the show during the week of June 30 to July 4. Veteran TV personality Dennis James will follow in the "Treasure Hunt" emcee spot from July 7 to 11.

Ventriloquist Paul Winchell, aided by saucy wooden side-kick Jerry Mahoney, will add his comedy talent to the show's routine when he emcees for the week of July 14 to 18.

"Treasure Hunt" is telecast from the Century Theatre in New York and is seen over (NBC-TV Network Mondays through Fridays 10:30 a.m., EDT).

NBC-New York, 6/20/58





# TRADE NEWS

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June 24, 1958

LIGGETT & MYERS AND RCA RENEW 'THE EDDIE FISHER SHOW' AND  
'THE GEORGE GOBEL SHOW' COLORCASTS ON NBC-TV NETWORK

Renewals of "The Eddie Fisher Show" by the Liggett & Myers Tobacco Company, and "The George Gobel Show" by the Radio Corporation of America, were announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

The programs, telecast in color, will continue in their alternate Tuesday evening time period (8-9 p.m., NYT) beginning Sept. 23 with "The George Gobel Show," followed by "The Eddie Fisher Show" Sept. 30.

The Liggett & Myers order for its Chesterfield Cigarettes was placed through McCann-Erickson, Inc. The RCA order was placed through Kenyon & Eckhardt, Inc.

The two stars will continue to exchange guest appearances on each other's program, but not as frequently as this past season. The music-comedy series will continue to present prominent guest stars each week.

"The Eddie Fisher Show" is produced by Ramrod Productions, Inc. "The George Gobel Show" is a Gomalco, Inc., production.

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## TRADE NEWS

June 24, 1958

MUTUAL OF OMAHA'S RENEWAL OF "ON THE LINE WITH BOB CONSIDINE"  
HIGHLIGHTS NBC RADIO BUSINESS TOTALING \$500,000 IN 2 WEEKS

Mutual of Omaha has renewed sponsorship of NBC Radio's "On the Line with Bob Considine" for 52 weeks, William K. McDaniel, Vice President in charge of NBC Radio Network Sales, announced today. The renewal, through Bozell and Jacobs, Inc., highlights business totaling \$500,000 in net revenue for the first two weeks of June.

Mr. McDaniel cited the 52-week order as another example of the fact more advertisers are signing up for longer periods of time on NBC Radio this year than they did in the past. ("On the Line With Bob Considine" is broadcast Sundays, 6:15-6:30 p.m., EDT.)

The Pabst Brewing Company, through Norman, Craig and Kummel, Inc., has extended its present schedule of announcements in "Monitor" and nighttime programs through Sept. 4. Other advertisers and their agencies placing new orders are:

Purolator Products, Inc., through J. Walter Thompson Company, co-sponsorship of 10 sports segments in "Monitor" a weekend for 12 weeks beginning July 12.

Twentieth Century Fox Film Corporation, through Charles Schlaifer and Company, Inc., a saturation campaign in "Monitor" on two weekends.

(more)



Standard Brands, Inc., through Ted Bates and Company, Inc., a saturation campaign for Royal Gelatin Desserts in daytime programs for two weeks.

Sterling Drug, Inc., through Dancer-Fitzgerald-Sample, Inc., a saturation campaign for Bayer Aspirin in "Monitor" on two weekends.

Radio Corporation of America, through Kenyon and Eckhardt, Inc., one announcement a weekend in "Monitor" for 13 weeks, through Sept. 6.

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NBC-New York, 6/24/58



Attention, Sports Editors

June 24, 1958

NEC-TV AND RADIO NETWORKS TO COVER 'RACING FROM MONMOUTH'  
ON THREE SUCCESSIVE SATURDAYS STARTING JULY 19

The NBC-TV and NBC Radio Networks (including WRCA-TV and WRCA) will present "Racing from Monmouth" on three successive Saturdays starting July 19, NBC Sports Director Tom S. Gallery announced today.

Morris Tobe, the track announcer at Monmouth Park at Oceanport, N. J., will call the races, and sportscaster Don Dunphy will provide trackside interviews and highlights.

The telecasts will be scheduled from 5 to 5:30 p.m., EDT. Tobe's call will be carried by NBC Radio's "Monitor," starting a few minutes before post time at approximately 5:15 p.m. Barney Nagler will produce the telecasts, and Ted Nathanson will direct.

The three-week "Racing from Monmouth" card follows:

Saturday, July 19 -- Monmouth Handicap, mile and a quarter for three-year-olds and up, \$100,000 added purse.

Saturday, July 26 -- Sapling Stakes, six furlongs for two-year-olds, \$50,000 added.

Saturday, Aug. 2 -- Monmouth Oaks, mile and an eighth for three-year-old fillies, \$50,000 added.

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'BLONDIE' COMEDY EPISODES TO BE REPEATED

The best episodes of the "Blondie" filmed comedy series will be repeated on Saturdays from July 5 through Oct. 4 on the NBC-TV Network (11:30 a.m., EDT).

Arthur Lake, as Dagwood Bumstead, and Pamela Britton as the flighty Blondie, are the co-stars. Others in the cast include Hal Peary as the scheming neighbor, Herb Woodley; Florenz Ames as Dagwood's boss, J. C. Dithers and Stuffy Signer and Ann Barnes as Alexander and Cookie, the Bumstead children. Mrs. Dithers will be played by Lela Bliss, Mrs. Woodley by Hollis Irving and Mr. Beasley the mailman by Lucien Littlefield.

The opening episode Saturday, July 5 is titled "Sudden Wealth." Episode titles and dates for the remainder of the series are: July 12 -- "It's for the Birds." July 19 -- "Folks Who Came to Dinner." July 26 -- "The Other Woman." Aug. 2 -- "Home Sweet Home." Aug. 9 -- "Get That Gun." Aug. 16 -- "The Feud." Aug. 23 -- "The Quiz Show." Aug. 30 -- "Husbands Once Removed." Sept. 6 -- "Payoff Money." Sept. 13 -- "The Idol." Sept. 20 -- "Oil for the Lamps of Blondie." Sept. 27 -- "Blondie, the Breadwinner." Oct. 4 -- "The Glamour Girl."

"Blondie" is a King Features Syndicate feature created by cartoonist Chic Young, after his comic strip of the same name.

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NBC-New York, 6/24/58



PRODUCER-DIRECTOR-STAR JACK WEBB TO PRESENT REPEATS OF SELECTED  
'DRAGNET' DRAMAS THURSDAYS, JULY 3-SEPT. 25 ON NBC-TV NETWORK

Jack Webb, producer-director-star of "Dragnet," will present a series of repeat programs Thursdays, July 3-Sept. 25 (NBC-TV Network, 8:30-9 p.m., EDT).

Sponsors, on an alternate-week basis, are Liggett and Myers Tobacco Company (through Dancer-Fitzgerald-Sample, Inc.) and Schick, Inc. (through Benton and Bowles, Inc.)

The July 3 episode concerns the urgent search of Sgt. Joe Friday (Webb), assisted by Officer Frank Smith (Ben Alexander), for two ailing women whose medical prescriptions have been switched by mistake. One is for digitalis which could be fatal to the asthmatic who has received it in error.

Storylines for the rest of the re-run schedule follow:

July 10 -- A series of burglaries is committed by a thief who leaves a memento at the scene of each crime.

July 17 -- A small boy is the only witness when a Chinese merchant is beaten and robbed of two jade rings.

July 24 -- The two sons of an elderly farmer suspect that a strip-tease dancer is getting too much of their father's money.

July 31 -- Two teenagers are suspected of a series of auto-stripping thefts.

Aug. 7 -- Sergeant Friday and Officer Smith check a tip on the whereabouts of a holdup man.

Aug. 14 -- A doting mother refuses to believe that her son is involved in a juvenile gang rumble.

(more)







2 - 'Dragnet'

Aug. 21 -- A slick con man poses as a member of European nobility to defraud women victims.

Aug. 28 -- The proprietor of a dubious boarding-house refuses to pay "protection."

Sept. 4 -- A young housewife joins the "Dragnet" cast to re-enact a true incident in which she had identified a masked robber by his eyes alone.

Sept. 11 -- The black sheep scion of a wealthy family is sought for robbery.

Sept. 18 -- Friday and Smith receive the promotions for which they have been working so long, Friday to lieutenant and Smith to sergeant.

Sept. 25 -- A murder suspect commits suicide under peculiar circumstances.

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NBC-New York, 6/24/58



'PRICE IS RIGHT' STAR BILL CULLEN IS SUBJECT  
OF PICTURE STORY IN CURRENT LOOK MAGAZINE

Bill Cullen, star of NBC-TV Network's "The Price is Right" series, is the subject of a three-page picture story in the July 8 issue of Look Magazine on the newsstands today (June 24).

The Look story calls Cullen "The busiest man on the air" and traces his day through three television shows, a four-hour radio show, rehearsals, commercials and cat naps.

Cullen does four hours Monday through Friday on "Pulse," WRCA's (New York) morning radio show (6-10 a.m., EDT), then rushes to a rehearsal for "The Price is Right" (NBC-TV Network, Monday through Friday, 11-11:30 a.m., EDT). On Thursday nights at 10-10:30 p.m., EDT, he emcees an NBC-TV Network colorcast of "The Price is Right." Two other nights a week he works on "I've Got a Secret" telecast on another Network.

Commenting on his busy life, Cullen says. "Of course, I have to sleep in shifts. I'm the only guy I know who has to wake up 12 times a week instead of seven."

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NBC-New York, 6/24/58



DR. GARDNER, HEAD OF PANEL WHICH ISSUED ROCKEFELLER REPORT  
ON EDUCATION, WILL 'MEET THE PRESS'

Dr. John W. Gardner, chairman of the panel which has just issued the Rockefeller report on education and the future of America, will be the guest on "Meet the Press" Sunday, June 29 (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio as part of "Monitor," 6:30-7 p.m., EDT).

Dr. Gardner is president of the Carnegie Foundation for the Advancement of Teaching. The provocative report insisted that American education and the American public are not meeting "the stern demands and unparalleled opportunities of the times."

Dr. Gardner will be interviewed by John Oakes of the New York Times, Ernest K. Lindley of Newsweek, Terry Ferrer of the New York Herald Tribune, and Lawrence Spivak. Ned Brooks will be moderator. The program, a Public Affairs presentation of NBC News, will originate live from New York.

NBC-New York, 6/24/58





# NBC RADIO NETWORK NEWS - X - H

June 26, 1958

STATION WJW, CLEVELAND, SIGNED AS FULL  
AFFILIATE OF THE NBC RADIO NETWORK

The National Broadcasting Company has signed a full affiliation agreement with Radio Station WJW in Cleveland, it was announced today by Harry Bannister, NBC Vice President for Station Relations, and George B. Storer, President of the Storer Broadcasting Company.

"The NBC Radio Network is pleased that this new link has been forged with the Storer Broadcasting Company, one of the major chains of radio stations in the United States, with an outstanding reputation for community service and good local programming," Matthew J. Culligan, Vice President in charge of the NBC Radio Network, said. "With this new affiliation, NBC Radio now is associated with two of the seven Storer radio stations, having enjoyed a mutually advantageous working relationship with Station WSPD in Toledo since May 2, 1937.

"We consider the new affiliation a perfect marriage of great local radio philosophy and the broader service which only a network can deliver. It will bring to the important Cleveland area -- seventh in population and buying income -- NBC Radio's superior news facilities and the top stars of the entertainment world."

(more)



"We plan to continue the same local program structure which has enabled WJW Radio to make great forward strides in Cleveland radio," said Reginald P. Merridew, Managing Director of WJW. "With the strong plus provided by the combination of the best in NBC News and drama with the local news and popular music of WJW, our listeners will have the benefit of completely balanced radio programming."

WJW has been serving the nearly 4,000,000 people in its coverage area since Nov. 7, 1943, operating on 850 kilocycles with 5,000 watts. It became a Storer station in November of 1954.

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NBC-New York, 6/26/58

The plan is to construct the first phase of the project which will consist of a 1.5 mile section of the main road from the intersection of the main road and the main road to the intersection of the main road and the main road. The second phase will consist of a 1.5 mile section of the main road from the intersection of the main road and the main road to the intersection of the main road and the main road. The third phase will consist of a 1.5 mile section of the main road from the intersection of the main road and the main road to the intersection of the main road and the main road. The fourth phase will consist of a 1.5 mile section of the main road from the intersection of the main road and the main road to the intersection of the main road and the main road. The fifth phase will consist of a 1.5 mile section of the main road from the intersection of the main road and the main road to the intersection of the main road and the main road. The sixth phase will consist of a 1.5 mile section of the main road from the intersection of the main road and the main road to the intersection of the main road and the main road. The seventh phase will consist of a 1.5 mile section of the main road from the intersection of the main road and the main road to the intersection of the main road and the main road. The eighth phase will consist of a 1.5 mile section of the main road from the intersection of the main road and the main road to the intersection of the main road and the main road. The ninth phase will consist of a 1.5 mile section of the main road from the intersection of the main road and the main road to the intersection of the main road and the main road. The tenth phase will consist of a 1.5 mile section of the main road from the intersection of the main road and the main road to the intersection of the main road and the main road.

10/10/2020



# NBC RADIO NETWORK NEWS

June 26, 1958

'MY TRUE STORY,' NBC RADIO NETWORK DAYTIME DRAMA SERIES,  
TO BE EXTENDED TO ONE-HOUR FORMAT STARTING JULY 21

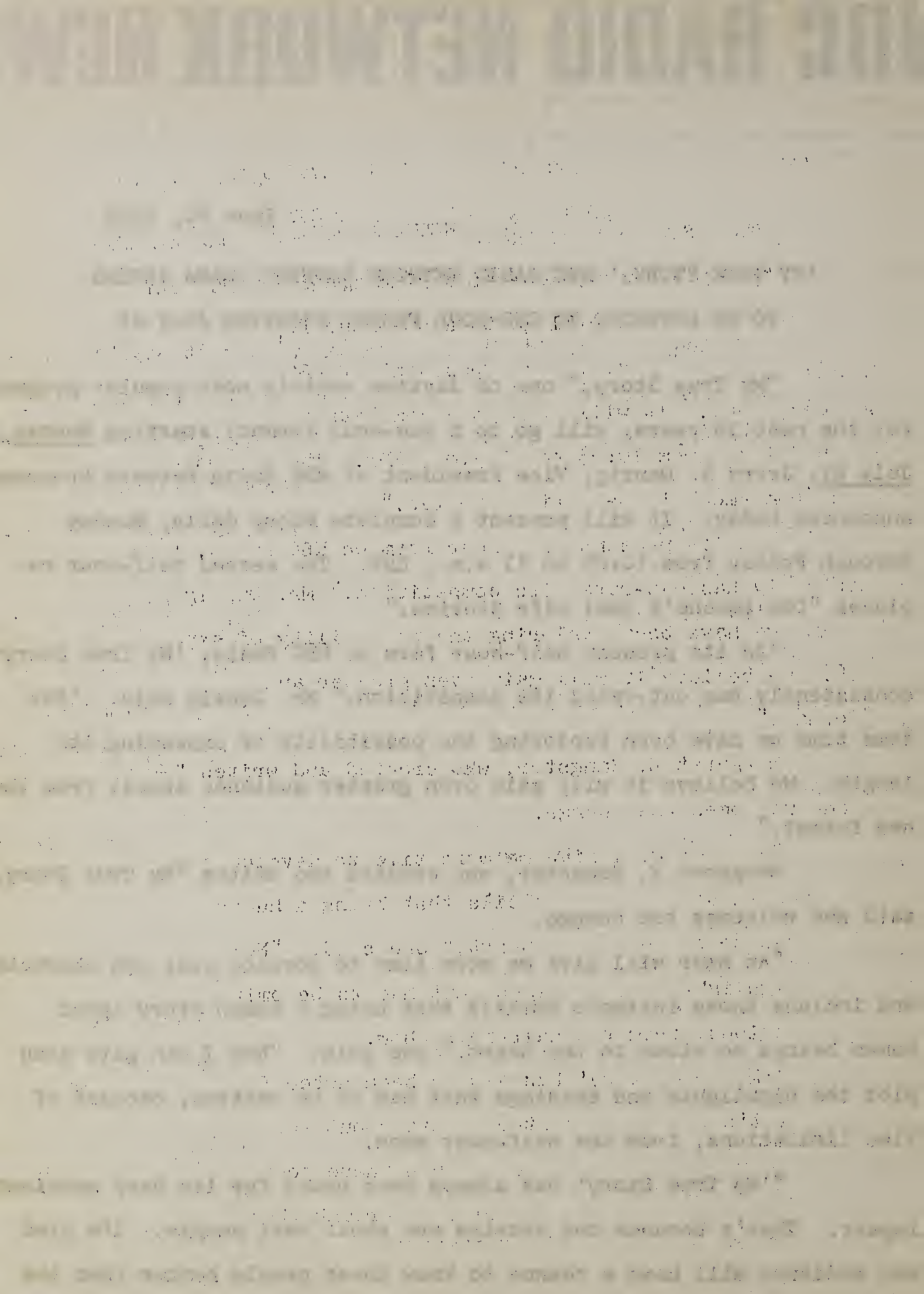
"My True Story," one of daytime radio's most popular programs for the past 16 years, will go to a one-hour format, starting Monday, July 21, Jerry A. Danzig, Vice President of NBC Radio Network Programs, announced today. It will present a complete story daily, Monday through Friday from 10:05 to 11 a.m., EDT. The second half-hour replaces "Don Ameche's Real Life Stories."

"In its present half-hour form on NBC Radio, 'My True Story' consistently has out-rated its competition," Mr. Danzig said. "For some time we have been exploring the possibility of expanding its length. We believe it will gain even greater audience appeal from the new format."

Margaret E. Sangster, who created and writes "My True Story," said she welcomes the change.

"An hour will give me more time to develop plot and character and include those intimate details that bring a human story about human beings so close to the heart," she said. "Now I can give each plot the highlights and shadings that had to be omitted, because of time limitations, from the half-hour show."

"'My True Story' has always been noted for its deep emotional impact. That's because the stories are about real people. I'm glad our audience will have a chance to know these people better than the ones who have heretofore moved briefly through their lives."



CREDITS FOR 'LUCKY PARTNERS' ON NBC-TV NETWORK

TIME: NBC-TV Network, Monday through Friday,  
2 to 2:30 p.m., EDT.

PREMIERE DATE: Monday, June 30, 1958.

EMCEE: Carl Cordell.

FORMAT: Audience-participation quiz show. A  
studio quiz game, in which five panelists participate, provides home and studio viewers with the key numbers which can make them eligible for the daily and weekly prize drawings. The panelists win prizes and the winner returns to compete the following day.

ANNOUNCER: Fred Collins.

EXECUTIVE PRODUCER: Martin Stone.

PRODUCER: Carl Jampel.

ASSOCIATE PRODUCER: Leon Newman.

DIRECTOR: Dick Schneider.

TECHNICAL DIRECTOR: Bob Long.

ASSISTANT DIRECTOR: Eleanor Tarshis.

PRODUCTION COORDINATOR: Bobbie John.

SET DESIGNER: Otis Riggs.

MUSIC BY: John Gart.

UNIT MANAGER: Jack Kennedy.

ORIGINATION: Live, from NBC Studios in New York.

NBC PRESS REPRESENTATIVE: Bob Goldwater, New York.

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CREDITS FOR 'FROM THESE ROOTS' ON NBC-TV NETWORK

TIME: NBC-TV Network, Monday through Friday,  
3:30 p.m., EDT.

PREMIERE DATE: Monday, June 30, 1958.

ORIGINATION: Live from NBC Studios, New York.

CAST:

Liz Fraser.....	played by Ann Flood
Ben Fraser.....	Grant Code
Emily Benson.....	Helen Shields
Lydia Benson.....	Sarah Hardy
Jim Benson.....	Henderson Forsythe
Ben Fraser, Jr.....	Frank Marth
Rose Fraser.....	Julia Bavasso
Mildred Barnes.....	Sarah Burton
Fred Barnes.....	Tom Shirley
Bruce Crawford.....	David Sanders
Enid Allen.....	Mary Alice Moore
Dr. Buck Weaver.....	Len Wayland
Maggie.....	Billie Lou Watt
Dr. McAndrew.....	Charles Egelston (cq)
Peggy Tomkins.....	Mae Munroe
Dan.....	Dana White
Robin.....	Gary Morgan
Kass.....	Vera Allen
Tim.....	John Stewart

PRODUCER: Don Wallace.

DIRECTORS: Joseph Behar and Paul Lammers

ASSISTANT DIRECTOR: Paul Freeman.

WRITERS: John Pickard and Frank Provo.

SETS: Carden Bailey.

COSTUMES: Hazel Roy.

UNIT MANAGER: Milton Myers.

PROGRAM DESCRIPTION: A serial drama of the Fraser family, their  
friends and associates in the small town  
of Stratfield.

SPONSORS AND AGENCIES: The Procter and Gamble Company (Benton and  
Bowles, Inc.), The Alberto-Culver  
Company (Geoffrey Wade Advertising Co.)

NBC PRESS REPRESENTATIVE: Leonard Meyers, New York.

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NBC-New York, 6/26/58





# NBC OWNED STATIONS DIVISION

# News

NBC OWNED STATIONS' "CHAIN LIGHTNING" MERCHANDISING CAMPAIGN REVISED;  
FTC COUNSEL SEES PLAN AS COMPLYING WITH ROBINSON-PATMAN ACT

A new and revised "Chain Lightning" merchandising plan has been made available to food retailers and manufacturers by the National Broadcasting Company's owned stations.

In a letter to NBC, Earl W. Kintner, General Counsel of the Federal Trade Commission, has expressed his opinion that the revised plan complies with the provisions of the Robinson-Patman Act. Full details of the plan and the FTC General Counsel's opinion, as given to Max E. Buck, Director of Sales and Marketing for the NBC Stations in New York, are being supplied to food retailers and manufacturers.

Under the revised plan, promotional benefits of NBC's "Chain Lightning" plan are available to any food retailer, chain or independent, who desires to participate, on an exact proportional basis.

Provisions of the revised plan offer retailers their choice of three "Chain Lightning" plans:

1-As an individual owner of one or more stores.

2-As a member of a group having a common trade name or a trade name conceived by them for promotional purposes.

3-As a member of the NBC food store organization known as "Stores of the Stars," which NBC has organized as a retail promotional group. Each participating store receives

(more)



2 - 'Chain Lightning'

a window insignia identifying it as a "Store of the Stars" and receives free air time based on the same mathematical formula as stores participating individually or under a common trade name. In addition, four special promotions are scheduled for each year, built around NBC stars and the food products advertised on NBC. Window banners, in-store display material and newspaper advertising in major metropolitan newspapers will support the campaigns.

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NBC-New York, 6/27/58

The first of these is the fact that the  
 population of the country has increased  
 during the last few years. This is due  
 to the fact that the country is becoming  
 more and more settled. The second  
 fact is that the country is becoming  
 more and more fertile. The third  
 fact is that the country is becoming  
 more and more civilized. The fourth  
 fact is that the country is becoming  
 more and more united. The fifth  
 fact is that the country is becoming  
 more and more powerful.

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1871



FOR RELEASE MONDAY A. M., JUNE 30

HOWARD MONDERER IS APPOINTED TO NEWLY-CREATED  
POST OF NBC WASHINGTON ATTORNEY

Howard Monderer, a Senior Attorney in the Legal Department, National Broadcasting Co., has been promoted to the newly-created post of NBC Washington Attorney, it was announced today by Thomas E. Ervin, Vice President and General Attorney for NBC.

Mr. Monderer joined the NBC Legal Department in March, 1952. He was graduated from City College of New York in 1946, and the Harvard Law School, cum laude, in 1949.

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NBC-New York, 6/27/58





# NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE  
July 6-July 12 (All Times EDT)

Sunday, July 6

7-7:30 p.m. -- NOAH'S ARK -- Tonight's episode: "The Hardware Cow."

8-9 p.m. -- THE STEVE ALLEN SHOW -- With guests Steve Lawrence, Eydie Gorme, Erin O'Brien and Pat Kirby.

9-10 p.m. -- CHEVY SHOW -- Starring John Raitt, Edie Adams and Janet Blair, with Eddie Foy, Jr. and Shelley Berman and special guest Dorothy Kirsten.

Monday, July 7

12:30-1 p.m. -- IT COULD BE YOU.

2:30-3 p.m. -- HAGGIS BAGGIS.

7:30-8 p.m. -- HAGGIS BAGGIS.

Tuesday, July 8

12:30-1 p.m. -- IT COULD BE YOU.

2:30-3 p.m. -- HAGGIS BAGGIS.

8-9 p.m. -- THE INVESTIGATOR.

Wednesday, July 9

12:30-1 p.m. -- IT COULD BE YOU.

2:30-3 p.m. -- HAGGIS BAGGIS.

9-10 p.m. -- KRAFT MYSTERY THEATRE -- "Cop Killer."

(more)



2 - NBC-TV Network Color Telecast Schedule

Thursday, July 10

12:30-1 p.m. -- IT COULD BE YOU.

2:30-3 p.m. -- HAGGIS BAGGIS.

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE PRICE IS RIGHT.

Friday, July 11

12:30-1 p.m. -- IT COULD BE YOU.

2:30-3 p.m. -- HAGGIS BAGGIS.

7:30-8 p.m. -- BIG GAME.

Saturday, July 12

8-9 p.m. -- THE BOB CROSBY SHOW -- Starring Bob Crosby, with  
Gretchen Wyler and guest Jack Carter.

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NBC-New York, 6/27/58





CAST AND CREDITS FOR "THE LITTLE LAME PRINCE" ON  
"SHIRLEY TEMPLE'S STORYBOOK" TUESDAY, JULY 15  
(NBC-TV NETWORK, 8-9 P.M., EDT)

STORYTELLER:	Shirley Temple.
STARS:	Rex Thompson, Lorne Greene, Jame Mitchell, Joan Weldon, Katherine Squire, George Mitchell.
PRODUCTION BY:	Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc.
PRODUCER:	Alvin Cooperman.
DIRECTOR:	Harry Horner.
TELEPLAY BY:	S. S. Schweitzer.
ORIGINAL STORY BY:	Dinah Maria Mulock Craik.
ASSOCIATE PRODUCERS:	Norman Lessing and Shelley Hull.
EXECUTIVE CONSULTANT:	Mitchell Leisen.
THEME SONG BY:	Mack David and Jerry Livingston.
MUSIC SUPERVISED AND CONDUCTED BY:	Morris Stoloff.
BACKGROUND SCORING BY:	Arthur Morton.
PHOTOGRAPHY:	Gert Andersen, A. S. C.
ART DIRECTOR:	William Flannery.
SUPERVISING EDITOR:	Richard Fantl.
FILM EDITOR:	Henry Batista.
COSTUME DESIGNER:	Gwen Wakeling.
SET DECORATOR:	James. M. Crowe.

(more)

CAST AND CREDITS FOR "THE LITTLE LAWYER" IN  
 "SMILEY TERRY'S STORYBOOK THEATRE", JULY 12  
 (ABC-TV NETWORK, 5-9 P.M., EST.)

STORYLINE:

STORY:

PRODUCTION BY:

PRODUCED BY:

DIRECTED BY:

CASTING BY:

ORIGINAL STORY BY:

ASSOCIATE PRODUCERS:

EXECUTIVE CONSULTANTS:

THANKS TO:

THIS IS SUPPORTED AND CONDUCTED BY:

BACKGROUND SCORING BY:

PRODUCTION:

ART DIRECTOR:

SUPERVISING EDITOR:

EDITING:

POSTAL INSPECTION:

SET DESIGNER:

STORYLINE:

STORY:

PRODUCED BY:

DIRECTED BY:

CASTING BY:

ORIGINAL STORY BY:

ASSOCIATE PRODUCERS:

EXECUTIVE CONSULTANTS:

THANKS TO:

THIS IS SUPPORTED AND CONDUCTED BY:

BACKGROUND SCORING BY:

PRODUCTION:

ART DIRECTOR:

SUPERVISING EDITOR:

EDITING:

POSTAL INSPECTION:

SET DESIGNER:

STORYLINE:

STORY:

PRODUCED BY:

DIRECTED BY:

CASTING BY:

ORIGINAL STORY BY:

2 - Cast & Credits for "Little Lame Prince"

SPONSORS:

John H. Breck Co., Inc.; Hills  
Bros. Coffee, Inc. and the  
Sealtest Division of National  
Dairy Products Corp.

AGENCY:

N. W. Ayer and Son, Inc.

PROGRAM PREEMPTS (THIS DATE ONLY):

"The Investigator"

NBC PRESS CONTACTS:

Norman Frisch (Hollywood),  
Betty Lanigan (New York).

CAST

Storyteller.....Shirley Temple  
The Little Lame Prince.....Rex Thompson  
The King.....Lorne Greene  
Marko.....James Mitchell  
Amelia.....Joan Weldon  
Flora.....Katherine Squire  
Frederick.....George Mitchell  
Quinto.....Mickey Finn  
Captain.....Peter Forster  
Soothsayer.....Ottola Nesmith  
The Rainbow Man.....Lloyd Corrigan  
The Star Duster.....Whit Bissell  
Fairy Godmother.....Anna Lee  
The Snow Maiden.....Jean Engstrom  
Guard.....David Garcia

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NBC-New York, 6/26/58



John H. Brock Co., Inc.; Will  
Brock Co., Inc. and the  
Federal Division of Motion  
Picture Products Corp.  
N. W. Ayer and Son, Inc.

AGENCY:

PROGRAM PRESENTS (THIS DATE ONLY):

"The Investigator"

NBC PRESS CONTACTS:

Norman Thomas (Hollywood)  
Betty Langer (New York)

CAST

Storyteller..... Shirley Temple  
The Little Lane Prince..... Rex Thompson  
The King..... Lorne Greene  
Marko..... James Mitchell  
Amelia..... Joan Weldon  
Flora..... Katherine Squire  
Frederick..... George Mitchell  
Guthrie..... Mickey Finn  
Captain..... Peter Forster  
Sootybeaver..... O'Neil Heston  
The Rainbow Man..... Lloyd Connors  
The Star Dancer..... Will Lacey  
Fairy Godmother..... Ann Lee  
The Snow Maiden..... Jean Heston  
Guard..... David Harris

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CREDITS FOR NIGHTTIME 'IT COULD BE YOU' ON NBC-TV NETWORK

TIME: NBC-TV Network, Wednesdays, 10 p.m.,  
EDT (starting July 2, 1958).

EMCEE: Bill Leyden

FORMAT: Audience-participation with seven segments designed as surprises, including guest appearances, comic stunts, anniversary gifts and greetings, and reunions.

PRODUCTION: A Ralph Edwards Production

PRODUCER: Steve Hatos

ASSOCIATE PRODUCER: John Dougherty

DIRECTOR: Stuart Phelps

ASSISTANT DIRECTOR: Gene Law

ANNOUNCER: Wendell Niles

MUSICAL DIRECTOR: Ivan Ditmars

WRITERS: Henry Hoople, Bill Burch, Joe Landis,  
Robert Lauher

UNIT MANAGER: Gil Herman

ORIGINATION: NBC-TV Studios, Burbank, Calif.

SPONSOR: Procter and Gamble Co.

AGENCY: Compton Advertising, Inc.

NBC PRESS REPRESENTATIVES: Doug Duitsman, Hollywood; Anne Morrissy,  
New York.

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NBC-New York, 6/27/58



4 NBC PROGRAMS WIN 1958 SCHOOL BELL AWARDS

NBC programs have received four 1958 School Bell Awards of the National Education Association for "distinguished service in the interpretation of education." The awards were presented to:

"NBC News" with Chet Huntley and David Brinkley for coverage of the Educational Policies Commission report, "The Contemporary Challenge to American Education, televised on the NBC-TV Network Jan. 2, 1958.

"Today" with Dave Garroway (NBC-TV Network) for special features, interviews and panel discussions on education throughout the school year.

"The Loretta Young Show" (NBC-TV Network) for the program titled "Second Rate Citizen," televised April 27, 1958.

"Monitor" on the NBC Radio Network for its "Back-to-School Week" features broadcast during September, 1957.

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HOUSEHOLD NOTE (IN TEXAS)

Bob Hope told a story on NBC Radio Network's "Nightline" about a Texas oilman who wanted to buy a car for his nine-year-old son. The salesman asked, "You mean a boy that age is old enough to drive a car?" "Shucks," drawled the Texan, "he's just going to drive it around the house!"

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NBC-New York, 6/30/58



SENATOR SMATHERS TO 'MEET THE PRESS'

Senator George Smathers (D.-Fla.), chairman of the Senatorial Campaign Committee and a key figure in Democratic Party planning and strategy, will be the guest on "Meet the Press" Sunday, July 6 (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio as part of "Monitor," 6:30-7 p.m., EDT).

As chairman of the Senate Interstate and Foreign Commerce Committee, Smathers last week led the fight to repeal the freight transportation tax. He will be interviewed by Ned Brooks of NBC News, Richard Wilson of Cowles Publications, Jack Bell of the Associated Press, and May Craig of the Portland (Me.) Press-Herald. Lawrence Spivak will be moderator of the program, which will originate live in New York. "Meet the Press" is a public Affairs presentation of NBC News.

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TEENAGERS TO QUIZ U. S. EDUCATION COMMISSIONER

Lawrence G. Derthick, commissioner of the Office of Education of the U. S. Department of Health, Education and Welfare, will be the guest on "Youth Wants to Know" Sunday, July 6 (NBC-TV Network, 4:30-5 p.m., EDT; NBC Radio as part of "Monitor," 10:30-11 p.m., EDT).

Derthick is also a member of the Board of Foreign Scholarships. He will be questioned by teenagers from the Washington, D. C. area. Steve McCormick will moderate the program, which is a Public Affairs presentation of NBC News.

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